



LODGING TAX ADVISORY COMMITTEE
Friday, September 20, 2024 – 8:30 A.M.
Lakewood City Hall, 6000 Main Street SW
Council Chambers (with Zoom option)

A G E N D A

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PUBLIC COMMENTS**
- 4. APPROVAL OF MINUTES** (Sept 22, 2023 LTAC Meeting)– Page 2
- 5. OPEN PUBLIC MEETINGS ACT**
Heidi Ann Wachter, City Attorney
- 6. 2023 GRANTS STATUS & FUND BALANCE** – Page 9
Dana Kapla, Assistant Finance Director
- 7. GRANT PROPOSAL PRESENTATIONS FOR 2024 FUNDING**

9:00 AM - 9:15 AM	Grave Concerns Association - Page 15
9:20 AM - 9:35 AM	Historic Fort Steilacoom Association - Page 36
9:40 AM - 9:55 AM	Asia Pacific Cultural Center - Page 61
10:00 AM - 10:15 AM	Tacoma-Pierce County Tourism Authority - Page 98
10:20 AM - 10:35 AM	Lakewood Gardens - Page 158
10:35 AM - 10:50 AM	----- AM BREAK -----
10:50 AM - 11:05 AM	Lakes Cross County Booster Club - Page 190
11:10 AM - 11:25 AM	Lakewood Chamber of Commerce - Page 227
11:30 AM - 11:45 AM	Lakewood Chamber - Memorial Day Concert - Page 260
11:45 AM - 12:30 PM	----- LUNCH -----
12:30 PM - 12:45 PM	Lakewood Historical Society & Museum - Page 293
12:50 PM - 1:05 PM	Lakewood Playhouse - Page 317
1:10 PM - 1:25 PM	Lakewood Sister Cities Association - Page 352
1:30 PM - 1:45 PM	City of Lakewood - Tourism Promotion - Page 374
1:45 PM - 2:00 PM	----- PM BREAK -----
2:00 PM - 2:15 PM	City of Lakewood - SummerFEST - Page 384
2:20 PM - 2:35 PM	City of Lakewood - Farmers Market - Page 395
2:40 PM - 2:55 PM	City of Lakewood - Summer Nights at the Pavillion - Page 409
3:00 PM - 3:15 PM	City of Lakewood - Saturday Street Festival - Page 419
3:20 PM - 3:35 PM	City of Lakewood - Fiesta de la Familia - Page 429
3:40 PM - 3:55 PM	City of Lakewood - MLK Beloved Community - Page 439

- 8. GRANT FUNDING DECISIONS**
- 9. OTHER BUSINESS**
- 10. ADJOURNMENT**

Council Chambers is accessible to persons with disabilities. Persons requesting special accommodations or language interpreters should contact Dana Kapla at 253.983.7732 as soon as possible in advance of the meeting so that special accommodations can be made.

Zoom link: <https://cityoflakewood-us.zoom.us/j/83279806591>

Committee Members

Mayor Jason Whalen, Chair
DJ Wilkins, Best Western Lakewood
Jarnail Singh, Comfort Inn & Suites
Dean Burke, Tacoma-Pierce County Tourism Authority
Linda Smith, Lakewood Chamber of Commerce

City Staff

Tho Kraus, Deputy City Manager
Dana Kapla, Assistant Finance Director



LODGING TAX ADVISORY COMMITTEE (LTAC) MINUTES

Friday, September 22, 2023
Council Chambers (and via Zoom)

CALL TO ORDER

Chair Mayor Jason Whalen called the meeting to order at 8:38 a.m.

ROLL CALL (Committee members announced their presence)

Members present: **In person:** Lakewood Mayor Jason Whalen, Chair; Linda Green, Lakewood Chamber of Commerce; Dean Burke, President - Travel Tacoma.

Members Absent: DJ Wilkins, Comfort Inn and Suites; Jarnail Singh, President - Comfort Inn and Suites joined after roll call for a short duration.

City staff present: Heidi Wachter, City Attorney; Dana Kapla, Assistant Finance Director; Jennifer Posalski, CED Office Assistant.

PUBLIC COMMENTS - None.

MEETING MINUTES APPROVAL - The motion to approve the 2023 LTAC meeting minutes from September 22, 2022 passed unanimously.

OPEN PUBLIC MEETINGS ACT and Public Records

City Attorney Heidi Ann Wachter provided an annual update/training on the Open Public Meetings Act. She discussed the requirement of the training and then provided the information and training to the members. Ms. Wachter concluded her training and asked the members to contact the Legal Department if they have any additional questions in the future.

2022 GRANTS STATUS & FUND BALANCE – Dana Kapla, Assistant Finance Director.

Ms. Kapla gave an overview of the Lodging Tax Advisory Committee process and described the breakdown of the Washington State's lodging taxes paid by lodging businesses. She stated \$3,138,975 was available this year. Of that, \$1,440,104 was available for 4%, which is the unrestricted portion that can also be used for capital, and \$1,698,871 is from the 3% that is restricted for capital purposes only. Member Dean Burke confirmed that the \$3.1M included carryforward, and one-year collection was \$1.13M. Ms. Kapla confirmed.

2023 GRANT PROPOSAL PRESENTATIONS

Grave Concerns Association – Laurel Lemke, Chair Person

Ms. Lemke stated the association was established in 2020 as a non-profit organization restoring the cemetery in Fort Steilacoom Park where graves were marked with numbers instead of grave markers. There are approximately 3200 burials of which 2000 have been replaced with name plates by Graves Concerns Association. Ms. Lemke stated Grave Concerns mainly does fundraisers, puts in markers, and does grooming in summer months. She also mentioned their three major events in 2023 and hopes to do another one in October. Their plan is to have a video produced by Nitty Gritty and publish another brochure. Ms. Lemke also

noted that some of the money they have requested for next year is to create a website for the public. She described their contact with the public, detailed who they are, and who they would be working with.

Chair Whalen asked what the money is primarily used for and Ms. Lemke stated it is used more for publicity, website, and marketing. Chair Whalen inquired about attendance. Ms. Lemke responded with attendance on various events. Chair Whalen commented that the City may receive the cemetery on Washington Boulevard, so he asked if her organization might be involved with the maintenance or historical work. Ms. Lemke stated they would be likely to consult on ideas. The group discussed location and size of the cemetery in FSP and other historical information.

Historic Fort Steilacoom Association (HFSA) – Joseph Lewis, Secretary

Mr. Lewis began by bringing greetings from President Walter Neary and stated that 2024 is a big year for them as it's the 175th anniversary of the US Army arriving in the Puget Sound and establishing Fort Steilacoom. Mr. Lewis described how they intend to commemorate this event in various ways. He provided historical information on when they first arrived in 1849 in both Lakewood and Vancouver. They are establishing a planning committee to come up with a series of events to mark the occasion, such as requesting proclamations and scheduling guest speakers. He explained how technology has increased, what type of revenue has dropped, why they had decent recruitment issues, listed various ways they have raised money, and provided historical information of that period. Mr. Lewis concluded by asking a historical question and presenting historical voting information.

Chair Mayor Whalen inquired that if the City owned the buildings would they come back in a few years with a capital request. Mr. Lewis confirmed they would hope so, and how they need to make things ADA compliant.

Asia Pacific Cultural Center (APCC) - Faaluaina Pritchard, Executive Director

Ms. Pritchard started by stating that 2024 is their 14th Annual Event. She explained APCC teaches, showcases, and represents the 47 nations that make up Asia and the South Pacific. She explained how they were unable to have the events in Lakewood at Clover Park Technical College this year due to construction and lack of power, but plan to bring it back to Lakewood in 2024. Via a slide show, Ms. Pritchard presented statistical information and showcased events such as prayer service, youth events that teach historical information, fashion shows, community dinners, and their final food fest with games. Ms. Pritchard listed some famous people that attended and then thanked the committee for their continued support.

Travel Tacoma Mt. Rainier Tourism & Sports - Dean Burke, President/CEO

Mr. Burke stated that they are a county wide destination marketing organization and sports commission for Pierce County. Through a visual presentation, Mr. Burke described that their origination number one job is to generate night stays through meetings, sports, and leisure travel. Mr. Burke provided statistical information on hotel revenue and described their economic impact. He listed their Lakewood specific priorities and provided information on golf, cyclocross, cross county, and baseball. He also described their partnership with Summerfest, Lakewold Gardens, and the Colonial Plaza and spoke of their plans for the future and shared some future events. He closed by briefly explaining how homelessness, drug addictions, crime/vandalism affects tourism and our communities.

City of Lakewood PRCS – SummerFest – Mary Dodsworth, Parks and Recreation Director.

Via a PowerPoint presentation, Ms. Dodsworth started by stating this is a free festival that attracts 25,000 people and explained how this participation number is a good for the location and staffing. She described their approach obtaining partnerships/sponsors. Due to the success of the event, she noted that sponsors are now coming to them! Partnerships such as

Virginia Mason Franciscan Health and Amazon advertise for Summerfest and also presented examples of magazines containing SummerFest advertisements. Ms. Dodsworth explained that because they receive an estimated 40% of new attendees each year, they must keep telling their story, adding new activities/events. This year a new activity was added "A Passport for Life." It focused on health, wellness, and art. She also described many of the activities at the event (car show, face painting, kids' activities, live music, circus, balloons, etc.). She presented a video of the new drone show and described how that show came about. She noted that all vendors had to present a free activity to visitors to make this a true-free-event. Ms. Dodsworth then explained why the request is higher this year.

Chair Mayor Whalen asked if the drone show will be included next year. Ms. Dodsworth confirmed and stated this was not part of the request as it is contained in the City's budget.

Chair Mayor Whalen asked how much for the \$193,000 request is staff and administration costs. Ms. Dodsworth explained the labor part is for part time staff only and the remaining is for contract services that support the operation of the event and for paying the entertainers. Additional discussion was had on how the event is free to all.

Member Burke asked if 25,000 people is the ceiling. Ms. Dodsworth stated although Fort Steilacoom Park (FSP) could handle more people, it is the right amount for this site considering the impact it could have on the site. Member Burke asked if there was possibility to ticket programming to generate revenue. Ms. Dodsworth explained that vendors pay fees, and described how they could do ticketed fee with the new baseball stadium. Member Smith added that the free aspect is what makes this event unique and Member Burke agreed and discussed potential events.

City of Lakewood PRCS – Farmers Market - Mary Dodsworth, Parks and Recreation Director
Ms. Dodsworth described the evolution of this event which started with 25 vendors and now has 100 vendors. The location and timing have also changed. While Ms. Dodsworth presented a PowerPoint, she also emphasized the strong partnership they have with the vendors and continued to provide stats on the growth of the market. She discussed the economic impact the market has on the Lakewood community, and briefly discussed the increased sales, the SNAP program, Market Match Program, Healthy Bucks, and the Senior Support WIC. She presented photos of vendors/farmers, showcased the locations in which the vendors came from, and showed some of the activities they offer. She stated that their marketing and branding is the same as SummerFest, and discussed how the program has grown.

Member Smith commented that the Summer Concert Series follows the Farmers Market perfectly to this event and how they ramped up the activities.

City of Lakewood PRCS – Summer Concert Series - Mary Dodsworth, Parks and Recreation Director

Ms. Dodsworth stated the concert series moved to Tuesdays to follow the Farmer's Market so it is growing. They have expanded the number of concerts, quality of performers, which in turn has increased participation. Because bands are coming from near and far, they too are bringing their fans to the event, increasing number and economic impact. She shared their marketing strategy through a PowerPoint and said their food vendors at the event do well.

Chair Mayor Whalen asked if they had more money could they have a headliner band for the Summerfest. Ms. Dodsworth said they could pull it off but it would cost much more. Discussion ensued on future growth of Fort Steilacoom Park and what it could be used for and when they could hold them.

Lakewood Gardens - Tourism – Susan Warner, Executive Director, Helen Donahue, Contract Grant Writer.

Ms. Warner started by stating their attendance has been increasing by 5,000 year after year and continue to expand their program by producing an abridged version of “A Midsummer Night Dream” which sold out. Ms. Warner had a PowerPoint presentation stat on attendance, how they spend the LTAC funds, and information on where their audience is coming from. She described their partnership with KAKX and King FM, then described how their social media stats have been growing. Ms. Warner presented information on Mayfest, FairyFest, All Hollows’ Eve, Winter Solstice, Rockin’ the Rhodies, Music from Home, Poetry in the Garden, Wagner House Art Series, and their weddings. Ms. Warner state their vision is to be the center for art, music, and nature, which she believes is a quality program for Lakewood. Both Ms. Warner and Ms. Donahue discussed how they have increased their grants through the quality of their programs, and how they strive to be a garden for all seasons.

Chair Mayor Whalen asked, due to the larger ask, if they could provide more about their grants and how they generate revenue. Ms. Warner stated that all the programs were supported by grants one way or another. Ms. Donahue described that the nature of their business is operations which is the hardest to fund. The grants do not fully fund the programs, therefore LTAC funding provides support for operations and support where grants cannot. They described how they are continuing to grow their programs and sustain attendance. The group discussed how they could raise additional revenue.

Lakes Cross Country Booster Club - Peter Johnson, President.

Mr. Johnson presented a PowerPoint and mentioned they are inspired by Joe Clark, who coaches Lakes Highschool cross country team and who has grown the program to what it is today. The Fort Steilacoom Park XC Invitational program started in 1998 and featured 15 teams with 350 participates. Mr. Johnson explained how the program has grown over the years. In 2023 they saw 3478 runners cross the finish line, representing 111 teams (made up of 95 high schools and the rest being middle school and club teams). Mr. Johnson explained the effect the pandemic had on the program and how it impacted running. He provided program stats on where the participants and spectators were from, how they get their estimates, and the economic impact it has on the community. Mr. Johnson stated they worked with Brynn Grimley to create a website, and then described what it takes to put on the program (parking, sponsors, vendors, food court, chip timing). The group discussed how they started and how they might grow.

Lakewood Historical Society (LHS) – Ed William, President; Phil Raschke, Vis President; Sue Scott.

Mr. William introduced Sue Scott and Phi Raschke. Mr. Raschke started by providing a brief history of the museum and provided photos of their history, location, restoration, and changes via a PowerPoint presentation. He briefly spoke about Ben and Willard, the historical cabin and diary, various films, and the media room. He emphasized they have 9 volunteers, no paid staff, and 1 part-time consultant which creates exhibits. He displayed and briefly described yearly key expenses, their collections project, the collections proposal, projected estimated income, listed current goals, and provided projected shortfalls. He went over his current goals, such as hosting historical events, placing historical markers, publications, exhibits, operating hours, and expanding membership, board members, and traffic building programs. Mr. Raschke described Titan and Titanic, Library exhibits, Motor Ave street activities, Ivan, markers, historic programs, Christmas program, and collections.

Member Burke asked for the total number of people who come through their door. Mr. Raschke said it averages 800 and elaborated on facilities and location.

Chair Mayor Whalen asked where they were on their lease, rate and term on the operating side. Mr. Raschke said they had 18 to 20 months on the lease.

Lakewood Arts Foundation, Lakewood Community Playhouse dba Lakewood Playhouse and Lakewood Institute of Theatre – Erin Chanfrau, Interim Theatre Administrator; Gail Thomason, Treasurer

Ms. Chanfrau shared their new look, new vibe and new approach, which is to be a theatre for the entire community. Ms. Chanfrau explained they provide a completely unique theatre experience by operating entirely in-the-round, which provides dynamic storytelling, intimate audience experience, and a focus on the best use of resources. Ms. Hansen showed a PowerPoint emphasizing their contemporary season, emphasis on global majority and underserved communities, and outreach. She discussed their mainstage, education program, space for the community, and listed some of their programs. She provided stats on location of visitors, ticket numbers, renewal season ticket holder rate, and how they are moving forward through their rebranding, campaigning, social media content, and building recognition for their space. To build recognition for their space, Ms. Chanfrau described their relationship with the well-known, seasoned mural artist Jeremy Gregory that has provided his work to many walls, outside (and inside) of buildings, apartment and condo areas. She felt a mural from him could make their building more recognizable and showcase the community. She showcased their merchandise, talked about unexpected changes, and described how they had ended their fiscal year in the black which is not common in the theatre world.

Chair Mayor Whalen asked whether they had thought of offering music in the round or stand-up comedy. Ms. Chanfrau said yes and yes. The group discussed how to grow programs.

Chair Mayor Whalen asked about their potential capital ask. Ms. Hansen described future possible capital campaigns and the possibility of a capital ask. They discussed how a mural on the outside would help them become identifiable, provide more recognition, and represent the community. Discussion of the mural continued and the total estimated cost for the mural would be \$7,000.

City of Lakewood PRCS – Saturday Streets Festival – Mary Dodsworth, Parks and Recreation Director

Ms. Dodsworth described the growth of the downtown core for Lakewood and how it helped create the idea of a Saturday Street Festival. Ms. Dodsworth presented a PowerPoint providing a marketing flyer from the event and described some of the vendors, activities, and entertainment they provide to enjoy the area. She also presented clips and photos from their live events, dance demonstrations, entertainment, and described how they encourage participation. She mentioned some of their partners, entertainers, and vendors, such as Clover Park School District, Lakewood Multicultural Coalition, West Pierce Fire and Rescue, Lakewood Police, and car shows. Ms. Dodsworth discussed why they provide this program and how it impacts the community by generating tourism, community engagement, and cultivates community and family traditions. Ms. Dodsworth discussed the difficulties for evening events/markets.

Chair Mayor Whalen asked if there were any winter events. Ms. Dodsworth explained the difficulty with winter weather without indoor space. The group discussed how this event could grow.

Member Smith commented that rental space in this location may be cost prohibited for non-profit and she asked if they had reconsidered fee structure. Ms. Dodsworth said that it is up to the Council, but from a risk management and safety perspective there is a lot that goes into it such as blocking off space, road closure, and hiring police. Ms. Dodsworth stated that they should talk to the Council about this.

City of Lakewood PRCS – Fiesta De La Familia – Mary Dodsworth, Parks and Recreation Director

Ms. Dodsworth described how the event started as a street festival and how it has grown and moved from downtown to Fort Steilacoom Park. She described the event's diversity celebrating Hispanic and Latinx heritage, culture, and traditions, and how it creates tourism, increase an economic impact, and the relationship they have created. She presented photos of some of the bands, music, dances, arts, and described some of the other activities. Ms. Dodsworth mention their community partners (schools, fire department, police department, etc.) and how children proudly showed up to the event in their heritage clothing. They plan on bringing in new people and growing the event. They discussed other potential art activities.

Member Burke asked if this event was City owned. Ms. Dodsworth confirmed that is was. He then followed up by asking what ethnicity gets a festival. Ms. Dodsworth explained that comes from partnerships that approach the City. Mr. Burke asked if the City would eventually step away from this and let the community take over, and then move to a different part of the community. Ms. Dodsworth said in a perfect world this would be correct, but in Lakewood there are not large groups (yet) to do this, but hopefully one day there would be. Chair Mayor Whalen commented that perhaps the Multicultural Coalition could be a conduit to many other cultural events.

Lakewood Sister Cities Association — International Festival - Connie Coleman-Lacadie, President

Ms. Coleman-Lacadie stated 2024 would be their 9th year with SummerFest so they will be adding and expanding to showcase their diverse community (14 to 16 cultures). She mentioned they will be adding a professional sound system and other equipment for a better entertainment experience. Ms. Coleman-Lacadie presented a dragon performance, fire dance group, and described how these activities are teaching experience. This activity is for one day at SummerFest. She described the activities at the event and projected activities. They plan on increasing marketing with new promotional ads and purchasing additional canopies. They discussed what the funding supports, how activities have changed each year, and the groups included.

City of Lakewood Communications – Foreign Delegation Visit/Lakewood Sister City - Brynn Grimley, Communications Manager

Ms. Grimley presented historical information/timeline on the Sister City organization, and how it promotes peace through people-to-people relationship and provides a cultural exchange program. She presented photos from a recent visit to Gimhae City in May 2023 (attending Mayor Jason Whalen, Deputy Mayor Mary Moss, City Manager John Cauldfield) and how they were very thoughtful in preparing and organizing their visit. Gimhae City hosted the delegation, paying for accommodations and events for four days. In return, the City will be hosting 10 people from Gimhae planned for July 2024. Proposed events would include SummerFest, Lakewood sister Cities International Festival, and visits showcasing Lakewood, Pierce County and the State. This project will serve the people of Lakewood by strengthening ties with Gimhae and sharing interests such as economic development opportunities, support of families, promotion of education and cultural awareness, and student exchange programs.

City of Lakewood Communications – Marketing Promotions –Brynn Grimley, Communications Manager

Ms. Grimley shared their project goals for their “Nearcation” campaign and provided a brief historical timeline of the market campaign for the City. She mentioned they have increased

the ask from 60K to 75K, and explained why it has increased. Ms. Grimley stated they know more now and understand that positive, professional, and consistent marketing benefits the City. It brings more awareness to events, increases economy, and increases tourism. She presented marketing and promotion details for SummerFest and Fort Steilacoom Invitational, and discussed how this strategy can translate to other events in Lakewood. She presented their 2024 goals which include targeted marketing, outreach to event organizers, developing more assets, ads & SWAG.

Member Burke asked who do they use for their microsites. Ms. Grimley stated Hemisphere is their design marketing firm. Marketing strategies, microsites, and other funding were discussed.

Member Smith asked if there were a correlation of shared funding with Summerfest. Ms. Grimly stated the marketing funding was shared between the two groups (SummerFest and Marketing and Promotions), however things may change going forward to where Marketing would take care of all marketing.

Lakewood Chamber of Commerce – Tourism - Linda Smith, President/CEO

Ms. Smith stated the Chamber is proud to serve as the lead destination marketing organization for Lakewood and their objection is to entice visitors as well as provide tourist information and services to visiting public. Ms. Smith explained how their objective is to bring people to extend their stay via their website and location. Ms. Smith provided visitor data, listed the services and products they provide, and future publications. She presented promotional commercials for Summer and Fall which create the mood for the season. She then navigated through their website, showing an autumn publication showcasing many possibilities for a two day stay, listed some activities, accommodations/vendors in Lakewood. She demonstrated how a visitor could find, activities/businesses, calendars, and vendors. She provided visitor and media stats and then shared a video on how to locate information on their map which will be released later this year. She also mentioned they are working on a portable touch-free kiosk.

Member Burke suggested Member Ms. Smith contact him as his organization is getting non-portable kiosks for free and that they should discuss.

Chair Mayor Whalen asked if they promote all vendors on their site. Ms. Smith confirmed. Chair Mayor Whalen continued by asking if paid member vendors get a more elaborate site. Ms. Smith said no, as of now they all get a similar site.

GRANT FUNDING DECISIONS

LTAC deliberations commenced.

The motion to approve proposals as presented at \$1,119,800 was passed unanimously, followed by a motion to amend that motion and add \$7,000 to Lakewood Playhouse to cover the cost of the mural for their marketing campaign, for a new total of \$1,126,800. The amended motion was moved and seconded that the final allocation be approved.

With no further discussions, the motion to approve the amended motion was passed unanimously.

Member Burke requested a meeting for a study session in early 2024 with the committee to discuss best practices and ideas from other committees from the State. Committee agreed.

LAKEWOOD LODGING TAX ADVISORY COMMITTEE RECOMMENDATIONS

2023 Requests for 2024 LTAC Grant Funds Applicant	Total Project Cost	Funding Request			Recommended Funding		
		Non-Capital	Capital	Total	Non-Capital (4%)	Capital (3%)	Total
Grave Concerns Association	\$ 10,000	\$ 10,000	\$ -	\$ 10,000	10,000	-	10,000
Historic Fort Steilacoom Association	17,000	15,000	-	15,000	15,000	-	15,000
Asia Pacific Cultural Center	42,600	15,000	-	15,000	15,000	-	15,000
Travel Tacoma - Mt. Rainier Tourism & Sports	4,016,415	115,000	-	115,000	115,000	-	115,000
Lakewold Gardens	200,000	200,000	-	200,000	200,000	-	200,000
Lakes Cross County Booster Club	6,500	6,500	-	6,500	6,500	-	6,500
Lakewood Chamber of Commerce	112,000	112,000	-	112,000	112,000	-	112,000
Lakewood Historical Society & Museum	58,000	39,500	-	39,500	39,500	-	39,500
Lakewood Playhouse ¹	30,000	28,000	-	28,000	35,000	-	35,000
Lakewood Sister Cities Association	24,500	23,950	-	23,950	23,950	-	23,950
City of Lakewood - Gimhae Delegation Visit	35,000	35,000	-	35,000	35,000	-	35,000
City of Lakewood - Marketing Promotion	75,000	75,000	-	75,000	75,000	-	75,000
City of Lakewood - SummerFEST	250,000	193,000	-	193,000	193,000	-	193,000
City of Lakewood - Farmers Market	93,000	78,000	-	78,000	78,000	-	78,000
City of Lakewood - Pavillion Concert Series	54,000	30,000	-	30,000	30,000	-	30,000
City of Lakewood - Saturday Street Festival	30,000	15,000	-	15,000	15,000	-	15,000
City of Lakewood - Fiesta de la Familia	52,000	27,000	-	27,000	27,000	-	27,000
	\$ 5,106,015	\$ 1,017,950	\$ -	\$ 1,017,950	1,024,950	-	1,024,950
CPTC McGavick Center - Committed, Annual Payment	\$ 101,850	\$ -	\$ 101,850	\$ 101,850	-	101,850	101,850
	\$ 5,207,865	\$ 1,017,950	\$ 101,850	\$ 1,119,800	1,024,950	101,850	1,126,800
				2024 Available funds =>	\$ 1,440,104	\$ 1,800,721	\$ 3,240,825
				Ending Balance =>	\$ 415,154	\$ 1,698,871	\$ 2,114,025

¹ Lakewood Playhouse: An additional \$7,000 was added to accommodate for the marketing and promotional painted wall mural by artist Jeremy Gregory.

ADJOURNMENT - Chair Mayor Whalen adjourned the meeting at 3:13 p.m.

For the full video of this meeting go to the [City of Lakewood YouTube channel](https://www.youtube.com/watch?v=z6SYKnUtlVM) and visit the following link: <https://www.youtube.com/watch?v=z6SYKnUtlVM>

Minutes:

Dana Kapla, Asst. Finance Director (Preparer)

Mayor Jason Whalen, Chair

Estimated Available Funds

The City estimates the 2024 projected revenue amount to be \$1,438,567 and the estimated ending fund balance to be \$3,691,209 on December 31, 2024.

In 2007, the City entered into an agreement with Clover Park Technical College to contribute 11% of the construction costs for the McGavick Center. The contribution is in equal installments of \$101,850 over 20 years (last installment is June 2026). In return for the contribution, the City has use of the center for 18 days per year for a 30-year period to be used for tourism related activities. The City's practice has been to use the available restricted funds for this commitment.

The available balance for 2025 grant allocation, net of the required McGavick Center contribution is \$3,589,359.

Total Estimated Funding Available for 2025 Grant Awards	Restrictions on Use		Total
	4%	3% (Restricted)	
	Reserved for tourism, promotion, acquisition of tourism related facilities, or operation of tourism related facilities.	Reserved for acquisition, construction, expansion, marketing, and management of convention facilities.	
Estimated Ending Balance, 12/31/2024	\$1,324,752	\$2,366,457	\$3,691,209
Less Required for CPTC McGavick Center	\$0	(\$101,850)	(\$101,850)
Total	\$1,324,752	\$2,264,607	\$3,589,359

Note: The 3% is restricted to capital; however, the 4% is not restricted and may be used for capital as well.

Sources & Uses - 5 Year History						
	2019 Actual	2020 Actual	2021 Actual	2022 Actual	2023 Actual	2024 Estimate
Revenues						
4% Revenue:						
Special Hotel/Motel Tax (2%)	\$ 309,868	\$ 247,803	\$ 353,906	\$ 400,024	\$ 368,797	\$ 321,428
Transient Rental Income Tax (2%)	317,282	247,803	355,057	400,029	371,775	321,430
	627,150	495,606	708,963	800,053	740,572	642,858
3% Revenue:						
Special Hotel/Motel Tax (3%)	464,803	371,705	530,858	600,036	553,196	482,142
	464,803	371,705	530,858	600,036	553,196	482,142
Interest Income	22,666	7,693	2,118	38,681	138,869	100,000
GASB 87 - CPTC McGavick Lease	-	-	-	-	213,567	213,567
Total Revenues	\$ 1,114,619	\$ 875,004	\$ 1,241,939	\$ 1,438,770	\$ 1,646,204	\$ 1,438,567
Tourism/Promotion	438,502	354,665	425,639	632,177	747,951	1,024,950
Capital	280,686	421,943	169,899	101,850	101,850	101,850
GASB 87 - CPTC McGavick Lease	-	-	-	-	213,567	213,567
Total Expenditures	\$ 719,188	\$ 776,608	\$ 595,538	\$ 734,027	\$ 1,063,368	\$ 1,340,367
Beginning Balance	\$ 1,165,207	\$ 1,560,638	\$ 1,659,034	\$ 2,305,432	\$ 3,010,174	\$ 3,593,009
Ending Balance	\$ 1,560,638	\$ 1,659,034	\$ 2,305,432	\$ 3,010,174	\$ 3,593,009	\$ 3,691,209
	Estimated Ending Fund Balance from the 4% Unrestricted Revenue =>				\$ 1,660,626	\$ 1,324,752
	Estimated Ending Fund Balance from the 3% Restricted (for Capital) Revenue =>				\$ 1,932,383	\$ 2,366,457

Previous Grant Awards

The following table provides a 6-year history of grant awards.

Lodging Tax Grant Award History (2019-2024)						
Applicant	2024	2023	2022	2021	2020	2019
Asian Pacific Cultural Center	15,000	15,000	15,000	15,000	10,000	5,000
CoL - Concert Series	30,000	30,000	20,000	20,000	20,000	6,000
CoL - Farmers Market	78,000	57,000	35,000	35,000	20,000	20,000
CoL - Lakewood Film Festival, REEL Life 96	-	-	17,100	-	-	-
CoL - Love Lakewood Festival Serices, First Saturday	-	-	30,000	-	-	-
CoL - Media Production/Imaging Promotion	75,000	60,000	50,000	40,000	30,000	30,000
CoL - SummerFEST	193,000	135,000	80,000	80,000	80,000	50,000
CoL - Saturday Street Festivals on Motor Avenue	15,000	37,500	-	-	-	-
CoL - Fiesta de la Familia	27,000	-	-	-	-	-
CoL - Gimhae Delegation Visit	35,000	-	-	-	-	-
Friends of Lakewold/Lakewold Gardens	200,000	100,000	85,000	50,000	50,000	30,000
Grave Concerns	10,000	5,000	-	-	-	-
Historic Fort Steilacoom Association	15,000	12,000	15,000	12,000	12,000	8,000
Lakes Cross Country Booster Club	6,500	-	-	-	-	-
Lakewood Arts Commission - Asian Film Festival	-	-	-	-	-	-
Lakewood Arts Festival Association	-	23,000	20,500	19,500	19,500	17,500
Lakewood Chamber of Commerce - Night of Lights	-	25,000	25,000	25,000	20,000	20,000
Lakewood Chamber of Commerce - Tourism	112,000	100,000	100,000	90,000	90,000	90,000
Lakewood Historical Society	39,500	32,500	35,000	35,000	42,000	20,000
Lakewood Playhouse	35,000	25,000	25,000	25,000	23,000	23,000
Lakewood Sister Cities Association	-	-	-	-	23,900	13,000
Lakewood Sister Cities Association - Gimhae	-	21,500	20,550	16,350	-	-
Lakewood Sister Cities Association - Internat'l Festival	23,950	9,000	5,500	7,550	-	-
Tacoma Pierce County Sports Commission	-	-	-	-	-	75,000
Travel Tacoma - Mt. Rainier Tourism & Sports	-	-	100,000	100,000	120,000	-
Travel Tacoma + Pierce County	115,000	115,000	-	-	-	50,000
Total Non-Capital (4%)	1,024,950	802,500	678,650	570,400	560,400	457,500
CoL - Fort Steilacoom Park Angle Lane	-	-	-	-	-	209,870
CoL - Fort Steilacoom Park Pavilion	-	-	-	-	-	-
CoL - Gateway Improvements	-	-	-	-	150,000	80,000
CoL - Harry Todd Park	-	-	-	-	-	200,000
Total Capital (3%)	-	-	-	-	150,000	489,870
	\$ 1,024,950	\$ 802,500	\$ 678,650	\$ 570,400	\$ 710,400	\$ 947,370
CPTC McGavic Center (Committee, Annual Payment)	101,850	101,850	101,850	101,850	101,850	101,850
	\$ 1,126,800	\$ 904,350	\$ 780,500	\$ 672,250	\$ 812,250	\$ 1,049,220

Post-Funding Report:

JLARC (Joint Legislative Audit & Review Committee) requires post-funding reporting of predicted and actual number of people who attended, and the method used to determine attendance for various categories including: overall attendance; 50+ miles from their residence; out of state and out of country; paid for overnight lodging; did not pay for overnight lodging; and number paid lodging nights. All entities receiving lodging tax funds must provide this information to the City. The City will then report this information annually to JLARC.

The information as reported to JLARC for the 2023 grant program is included as an attachment.

City of Lakewood
Lodging Tax Funding Guideline
As Amended by the City Council on September 21, 2015

Background

The objective of the City of Lakewood Lodging Tax Advisory Committee process is to support projects, which encourage eligible tourism and cultural activities and support tourism facilities in Lakewood. The process is reviewed annually, and the guidelines are updated in accordance with reported success of existing programs, potential for new programs and changes in state law. A calendar for the application process will be established but will allow for emerging opportunities as they arise.

Objectives for Hotel/Motel Tax Funds:

- Generate increased tourism in Lakewood resulting in overnight stays at local hotels.
- Generate maximum economic benefit through overnight lodging, sale of meals and goods, and construction of tourism-related facilities.
- Increase recognition of Lakewood throughout the region as a destination for tourism.
- Increase opportunities for tourism by developing new visitor activities.

Allocation Guidelines:

- The City shall seek proposals for funding on an annual basis from organizations seeking to use Hotel/Motel Tax funds for promoting tourism or for acquisition, construction or operation of tourism related facilities.
- Organizations seeking funding must complete an application form.
- The Lodging Tax Advisory Committee shall review the proposals and make recommendations to City Council as to which applications should receive funding.
- The final funding decision will be made by City Council in the form of approval or denial of the recommendation as recommended – no amendments to recommendations will be made by the City Council.
- Once approved for funding an organization must enter into a contract and funding will be provided in quarterly installments or on a reimbursable basis.
- Organizations receiving funding must submit a report at the end of the calendar year.
- \$101,850 will be paid annually to the Sharon McGavick Student Center through 2027 pursuant to the City's agreement with Clover Park Technical College.

- 4% - Can be used for tourism promotion, or the acquisition of tourism-related facilities, or operation of tourism-related facilities.
- 3%- Can only be used for the acquisition, construction, expansion, marketing, management, and financing of convention facilities, and facilities necessary to support major tourism destination attractions that serve a minimum of one million visitors per year.

City of Lakewood 2023 LTAC Awardees

(Reported to JLARC)

			Overall Attendance		50+ Miles		Out of State		Overnight		Non - Overnight		Paid Lodging	
			Predicted	Actual	Predicted	Actual	Predicted	Actual	Predicted	Actual	Predicted	Actual	Predicted	Actual
Activity Name	Type	Funds Awarded												
Lakewood Playhouse	Marketing	\$ 25,000	5,490	3,349	70	111	30	42	50	100	5,440	3,299	30	50
Travel Tacoma Mt. Rainier Tourism & Sports	Marketing	\$ 115,000	249,953	353,922	110,639	169,646	27,384	44,192	100,622	132,846	37,845	49,084	70,560	80,379
Asian Pacific Cultural Center	Event/Festival	\$ 15,000	5,000	15,000	2,000	7,000	200	350	10	6	50	150	20	50
Grave Concerns	Marketing	\$ 5,000	800	1,238	100	325	100	300	4	-	800	1,238	4	-
City of Lakewood	Marketing	\$ 60,000	25,000	50,000	12,500	1,000	-	-	500	500	24,500	45,500	500	500
City of Lakewood	Event/Festival	\$ 57,000	55,000	65,000	6,500	6,500	3,500	3,500	1,000	1,000	61,500	61,500	3,500	3,500
Historic Fort Steilacoom	Marketing	\$ 12,000	-	601	-	6	-	32	-	-	-	569	-	-
Lakewood Sister Cities Association	Event/Festival	\$ 9,000	8,000	5,000	400	100	45	15	20	15	7,525	5,000	30	25
Lakewold Gardens	Marketing	\$ 100,000	10,000	9,728	-	500	-	100	-	80	-	9,648	-	80
Lakewood Historical Society & Museum	Marketing	\$ 32,500	1,000	930	5	11	15	36	10	15	10	10	10	15
Lakewood Chamber of Commerce	Event/Festival	\$ 25,000	3,500	3,000	300	200	50	30	300	150	3,200	2,850	300	150
City of Lakewood	Event/Festival	\$ 37,500	8,000	8,000	800	800	200	200	200	200	7,800	7,800	200	200
City of Lakewood	Event/Festival	\$ 30,000	3,700	3,700	150	150	40	40	40	40	3,660	3,660	40	40
City of Lakewood	Event/Festival	\$ 135,000	25,000	40,000	5,000	5,000	3,000	3,000	2,000	2,000	38,000	38,000	2,000	2,000
Lakewood Chamber of Commerce	Marketing	\$ 100,000	5,500	5,000	4,000	3,500	2,500	2,000	9,000	8,500	1,000	750	4,500	4,250
		\$ 758,000	405,943	564,468	142,464	194,849	37,064	53,837	113,756	145,452	191,330	229,058	81,694	91,239

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: **Dignity Completion Project and ongoing restoration efforts and publicity.**

Amount of Lodging Tax Funding Requested: \$ **15,000.00**
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ **15,000.00**
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: **Grave Concerns Association**

Mailing Address: **P.O. Box 88249, Steilacoom, WA 98388**

Tax ID Number: **31-1792807**

Organization Unified Business Identifier (UBI)

UBI Expiration Date: **602 128 323**

Type of Organization:

(Non-profit, For-profit, Municipality, Private business, etc.) **Non-Profit**

1c. Contact:

Name: **Laurel Lemke**

Title: **Chair**

Telephone: **253-376-5086**

Email: **laurel.lemke@gmail.com**

Signature: _____



The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): **Ongoing work party/installations – and a celebratory event**
- b. Event Location: **Historic Patient Cemetery at Fort Steilcoom Park**
- c. If there is a charge or fee for this activity, please describe how much and why. **N/A**
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). **We will be installing 1,100 grave markers through a Capitol Grant fund project during the calendar year 2025. We anticipate having 10-25 work parties throughout the year a special military celebration when the military markers are completed.**

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

These activities will benefit community members, family members and veteran organizations. Some of the businesses we anticipate working with include Lakewood Office Depot, Tacoma Trophy, The Suburban Times, Premier Memorial and Korsmo Construction.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

The project is to complete the installation of all grave markers within the cemetery. That is 1,100 remaining to be installed in 2025. We will be holding community work parties and will need to publicize these events. We will be recruiting various organizations to sponsor work parties. We plan to have informational tables and booths at conferences and community events to promote the project within Fort Steilacoom Park.

We will hold a major event when the military markers are all installed. We anticipate many out-of-town visitors.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

We have has inquiries from interested individuals across Washington State who we invite to the work party events. We also expect visitors to come when we hold a celebration for completion of the 100 military markers.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

The funds will be used to publicize and support the special events throughout the year, including outreach to interested parties outside our county. The event will appeal to those interested in history, military and mental health.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Grave Concerns receives ongoing inquiries from family's residing in other states about the stories of their loved ones interred in the Historical Cemetery and occasionally other countries. We can publicize our events through our Facebook page and website.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

We will prioritize the funds for publicity and may have a more modest celebration by decreasing the amenities at the event.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$10,000 for marketing and promotion, \$1,000 for direct sales/trade shows, \$500 for travel, \$1,000 for administrative, \$2,500 for the event celebrating the completion of military markers.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Capitol Grant (the funds will be allocated for a cultural study, the purchase of markers and administrative costs)	\$112,000	Yes	Upon completion of contract
	\$		
	\$		
	\$		
	\$		

*Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$0.00	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$1,000	\$	\$
Marketing/Promotion	\$10,000	\$	\$
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$1,000	\$	\$
Minor Equipment (computers, desks, etc.)	\$0.00	\$	\$
Travel	\$500	\$	\$
Contract Services Describe below	\$0.00	\$	\$
Other Describe below	\$2,500	\$	\$
Other: Special Military Event			
TOTAL COST	\$15,000	\$	\$
Description for Direct Sales Activities, Contract Services, Travel and Others	Funds available to travel to events outside of Pierce County for promotion and setting up booths, e.g. setting up booths at events, distributing brochures, sending mailers, and handing out promotional items		
In-Kind Contributions	TNT Tires has been providing water bottles to events. We will be open to requesting other in-kind support.		

* Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.
 ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$ **10,000**

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year	Amount awarded	No previous funding
------	----------------	---------------------

11d. Indicate what efforts have been made to access funding from additional sources? **Fundraising through garage sales, jewelry making, bazaars, and individual donations. Also received funding from the Lakewood Rotary, Washington State Employee Combined Fund Drive, and the Pierce County genealogical society.**

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Grave Concerns Association is a volunteer-run organization consisting of about 20 core volunteers. We are only able to do our work with the support and partnering with many groups and organizations including:

1. City of Lakewood Parks and Recreation: the cemetery is located within Fort Steilacoom Park. We coordinate special events in conjunction with the Department including Parks Appreciation Day in April and Lakewood Youth Make a Difference Day in October, grave grooming events and other volunteer events. Our tools are stored in the barn across the street, we arrange access through The Parks Department has applied for and been awarded two grants for cemetery restoration through the State of Washington. We are working on the requirements for our Capitol Grants project with Mary Dodsworth.

2. Lakewood Historical Society: the main Lakewood history organization has been generous in allowing us to table with them at events such as Farmer's Market and Summerfest. We have some overlap in membership.

3. Historic Fort Steilacoom: The Grave Concerns Association holds our meetings at their facility on Western State Hospital property. We continue to be in communication with each other and have done joint projects such as the reception following the installation ceremony when Civil War memorials were installed. We anticipate the Historic Fort group to be involved in the military celebration.

4. Christ Lutheran Church, Lakewood, WA: the church has included the cemetery as a

volunteer worksite each year during Compassion Weekend. Activities include grave grooming, replacing markers, and picnics.

5. Church of Jesus Christ of the Latter Day Saints: representatives of LDS churches in Tacoma, Lakewood and DuPont have support our events supplying volunteers through JustServe and ward activities. Local members successfully applied for and obtained two Humanitarian grants which funded the purchase of granite cemetery markers. Church members are active in the Capitol Grant project.

6. Local service organizations including Kiwanis of Clover Park, Kiwanis of Steilacoom, Rotary Club and the Lakewood Elks: we have had the opportunity to present to these organizations and have received donations or in kind services.

7. Fundraiser partners: we have held fundraising activities in conjunction with many local organizations including Lakewood Playhouse, Carr's Restaurant, Steilacoom Red Ribbon Bazaar, Tacoma Musical Play House, Western State Hospital Combined Fund Drive, MOD Pizza, the Cowlitz Tribe (DuPont), Town of Steilacoom Yard Sale, and the Washington State employee combined fund drive.

8. Heritage League of Pierce County: our organization or specific members have been recognized 3 times by this group. We are active members and cross promote projects related to history and heritage. We have helped staff special events such as the home school activities.

9. Boys and Girl Scouts: we have partnered with 4 scouts who achieved Eagle Scout status after completing projects in the cemetery. We have also provided opportunities for badge projects related to history.

10. Now participating in the February Black American Family History event.

11. Pierce County Genealogical Society invited Grave Concerns to speak at their event.

12. Mountain View Cemetery has offered to partner with us.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed *	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

* If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Laurel Lemke

Laurel Lemke

Printed Name & Title of Chief Administrator/Authorizing Official

August 19, 2024

Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

**AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"**

As the person duly authorized to enter into such commitment for

Grave Careers Association

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.

Samuel Adenke
Signature

Laurel A. Lemke, Chairperson
Print Name and Title

August 19, 2024
Date

Board of Directors

Laurel Lemke
Chairperson
253-376-5086
10211 Filbert Street SW
Lakewood, WA 98498

Carol Slaughter
Vice Chairperson
13821 Pohl Road
Vashon Island, WA 97070

Cyndie Pearce
Treasurer
2307 Lexington Street
Steilacoom, WA 98388

Syed, Ali
Secretary
4213 214th St SW Unit B
Mountlake Terrace, WA 98043

Western State Hospital Grave Concerns Association
P.O. Box 88249, Lakewood, WA 98388
wshgraveconcerns.org
[\(253\) 376-5086](tel:(253)376-5086)



Western State Hospital Grave Concerns Association

Grave Concerns Association Agenda
Tuesday, July 9, 2024
Historic Fort Steilacoom, Quarters 2

In Attendance

Laurel Lemke, Ali Syed, Fred Feller, Mari Feller, Bob Aton, Larae Liddle, Denise Slaughter, Cyndie Pearce, Dave Akers, Carol Slaughter, Myron Thomson, John Huber, Rosemary Chaput, Joe Lewis, Karen Meyer, Ehrengard Ward, Kevin Ulincy

Land Acknowledgment

Laurel L. read a land acknowledgment honoring the sacred grounds.

Potluck

GCA members provided ample heart healthy food and prepared plates before the meeting. The mood was appreciative and communal.

Treasurers Report

Checking: \$5,773.76

Savings: \$604.23

Petty Cash: \$284.50

Total On Hand: \$6,662.49

Expenses: \$630.07- State Farm Liability insurance \$36.66, Advertising & flyers, etc \$593.41

Donations: \$1,219.91 (\$345 + \$874.91- John Huber Garage sale Gross \$2,102.18 less Square fees \$7.37=
\$2,094.81 net. Cash Donations= \$345/ Sales \$1749.81 = \$874.90 to John

Some additional funds are yet to be deposited.

Old Business

Capital Fund Request Planning: Letter received. They will take 3% so only \$108,000. Review study required by six tribes. Have to comply with State Green Building Standards. Readiness survey wants to know if money on hand for this. Syed can loan \$5,000 business or donation to be repaid at the end of the grant. Funds available until June 30, 2025.

Western State Hospital Grave Concerns Association
P.O. Box 88249, Lakewood, WA 98388
wshgraveconcerns.org
[\(253\) 376-5086](tel:2533765086)



June Commerce Department meeting recording. Laurel L. sent this link. Syed A., Larae L., and Cyndie P. agreed to watch this to help understand the funding process.

Cultural Study: Must be done before money is disbursed. We can contact the group that had the study done for the baseball field and also need to contact the tribe.

Review Six Day Yard Sale: Rosemary C. given a round-of-applause for extra effort in setup and presence. Proceeds were split with the Hubers and GCA (see treasurers report). Myron did excellent photography.

Larae Military Marker Update: Need to contact a service officer to sign off. Larae L. has contacts in Olympia and Seattle that can do this.

New Business

Name of the Capitol Project is 'Dignity Completion Grant.'

Grant Sub-Committee: July 30th Tuesday at Laurels home 7pm. Volunteers include Laurel L., Fred F., Cyndie P., Syed A., invite Tami Green and Mari Leavitt (Bob A. can join via zoom)

Summerfest: John H. said Lakewood Historical Society is open to GCA distributing literature – Syed A. and Laurel L. will write a new brochure. Historic Fort Steilacoom will not join but GCA is happy to distribute brochures. Setup will be Saturday 10am to 7pm (July 20th) Larae L. can join in the afternoon. Syed A. can help setup in the morning. Laurel L. has not yet confirmed attendance.

Grave Grooming: Saturday July 13. Ehrengard W., Syed A., Larae L. and John H. will attend. John H. will bring bottled water. Syed A. will bring volunteer certificates and a camera or drone for recording a video.

Syed, A. and Laurel L. will submit a City of Lakewood Lodging Tax Grant application. Funding request of \$15,000 for the Dignity Completion Project, promotion, marketing, and funding for the special military marker completion event.

Tabling Events: Trunk or Treat, Red Ribbon Bazaar, Cowlitz Tribe DuPont Bazaar, Peer Conference August.

Announcements

July 13: Grave Grooming 9:00am to 12noon

July 20: Summerfest

August 3rd Laurel L. delivering a speech about traveling while on dialysis

August 11th Laurel L. speaking in Philadelphia

August 27: Monthly GCA meeting 5:30pm (moved due to Laurel L. traveling)

September 10: Monthly meeting 5:30pm

Western State Hospital Grave Concerns Association
P.O. Box 88249, Lakewood, WA 98388
wshgraveconcerns.org
[\(253\) 376-5086](tel:(253)376-5086)



September 14: Grave Grooming 9:00am

October 8: Meeting 5:30pm

October 12: Grave Grooming 9:00am

October 26: Make A Difference Day

November 12: Meeting 5:30pm

Round of Gratitude

Laurel L. initiated an around-the-room round of gratitude.

Next Meeting

August 27, 2024 at 5:30pm Historic Fort Steilacoom

BUSINESS INFORMATION

Business Name:

GRAVE CONCERNS ASSOCIATION

UBI Number:

602 128 323

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

**10211 FILBERT ST SW, LAKEWOOD, WA, 98498-3835,
UNITED STATES**

Principal Office Mailing Address:

**PO BOX 88249, STEILACOOM, WA, 98388-0249, UNITED
STATES**

Expiration Date:

06/30/2025

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

06/13/2001

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CHARITABLE

Charitable Corporation:

Nonprofit EIN:

31-1792807

Most Recent Gross Revenue is less than \$500,000:

Has Members:

Public Benefit Designation:

Host Home:

REGISTERED AGENT INFORMATION

Registered Agent Name:

GRAVE CONCERNS ASSOCIATION

Street Address:

**10211 FILBERT ST SW, LAKEWOOD, WA, 98498-3835,
UNITED STATES**

Mailing Address:

**PO BOX 88249, STEILACOOM, WA, 98388-0249, UNITED
STATES**

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		CAROL	SLAUGHTER
GOVERNOR	INDIVIDUAL		LAUREL	LEMKE
GOVERNOR	INDIVIDUAL		CYNTHIA	PEARCE



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

GRAVE CONCERNS ASSOCIATION
PO BOX 98445
LAKEWOOD, WA 98496-8445

Date:
05/26/2021
Employer ID number:
31-1792807
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
May 15, 2015
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053427001991

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

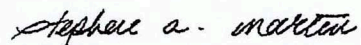
Based on the information you submitted with your application, we approved your request for reinstatement under Revenue Procedure 2014-11. Your effective date of exemption, as listed at the top of this letter, is retroactive to your date of revocation.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,



Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

STATE of WASHINGTON



SECRETARY of STATE

I, SAM REED, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

GRAVE CONCERNS ASSOCIATION

a Washington Non Profit corporation. Articles of Incorporation were filed for record in this office on the date indicated below.

UBI Number: 602 128 323

Date: June 13, 2001



Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

Sam Reed, Secretary of State 2-956115-6

Grave Concerns Association Financial Report

July 9, 2024

Checking: \$5,773.76

Savings: \$604.23

Petty Cash: \$284.50

Total On Hand: \$6,662.49

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: Historic Fort Steilacoom: Lakewood's Portal to the Past

Amount of Lodging Tax Funding Requested: \$12,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$14,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Historic Fort Steilacoom Association

Mailing Address: P.O. Box 88447
Steilacoom, WA 98388
LOCATION: 9601 Steilacoom Blvd SW, Lakewood, WA

Tax ID Number: 91-1240261

Organization Unified Business Identifier (UBI) C601246870
UBI Expiration Date: 30 June 2025

Type of Organization: Non-profit 501 (C) 3
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Joseph W. Lewis

Title: Secretary

Telephone: 253-226-2322

Email: info@historicfortsteilacoom.org

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): The entire year 2025
- b. Event Location: 9601 Steilacoom Blvd SW, on the campus of Western State Hospital
- c. If there is a charge or fee for this activity, please describe how much and why.

Admission for special events and tours of our historic buildings costs \$5 per adult, \$3 for children over age 6, with a maximum charge of \$10 per family unit. Revenue pays for maintenance expenses.

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Our marketing campaign will make everyone aware that Lakewood is the home of the oldest U.S. Army presence in the Puget Sound region. The activity will feature our website, social media, and digital newsletter informing the public how different stakeholders reacted to the military arrival 175 years ago. Marketing responsibility rests with the officers and directors who address content and implementation at monthly board meetings.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Lakewood restaurants benefit from all types of visitors. Gas stations benefit since almost all visitors drive some type of vehicle. Pierce Transit benefits since its buses service the hospital campus for visitors not wishing to drive. Local lodging is needed by visitors arriving from distant parts of WA and from out of state. Our museum will receive revenue from ticket sales and gift shop sales.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Our overall goal is to raise awareness of Fort Steilacoom and Lakewood as an attractive destination. Our marketing in conjunction with other heritage organizations should increase overnight stays in Lakewood. The most accurate tracking and monitoring could be accomplished upon registration at local hotels. Guests could be invited to share the reason for their visit. Our visitors sign a guestbook providing name and hometown. This info provides the basis of our post funding report. However, some visitors may stay with family or friends, and we have no means of tracking that variable. Achieving our goal is feasible because people will want to see a fort established in 1849.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Visitors may be persuaded to plan an overnight stay when they learn there are more heritage venues than one can visit in a single day. In addition to Fort Steilacoom, there is the Lakewood History Museum, the Grave Concerns cemetery, the JBLM museums, and Lakewood Gardens.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Much of our funding will boost our social media posts that promote special events. The computer application Eventbrite allows visitors to purchase tickets and guarantees a tour reservation. Our website's contact function makes it easy for potential visitors to get info about our museum.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The responses to Questions 5 & 6 are also applicable here. Anyone interested in the American Civil War can see at Fort Steilacoom the weapons, uniforms, and equipment used in that conflict.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding would reduce our online promotional efforts and website improvements. Some special events would be cancelled or reduced in scope.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$5,000 for social media, \$3,000 for website enhancements, \$3,000 for events, and \$1,000 for printing.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Member Dues & Activities Revenue	\$2,000	Yes	July 2025
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$500	\$500
Marketing/Promotion	\$8,000	\$1,500	\$9,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$4,000	\$	\$4,000
Other Describe below	\$	\$	\$
TOTAL COST	\$12,000	\$2,000	\$14,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Contracts for upgrades to website/social media accounts and guest speakers' honorarium.		
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.

** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$ 15,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Our all-volunteer organization relies on member dues, donations, ticket sales for tours and special events, and sales in our museum store. We receive funding from the Fred Meyer Community Rewards program. Most of our limited funds are spent on building repairs and service visits for our security alarm system.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging, and restaurants. You may attach up to three letters of support from these organizations.

Our mission statement is sharing and preserving the first U.S. Army post in the Puget Sound region with museum guests. We receive valuable support from local reenactor organizations, specifically, Fort Nisqually, the 4th U.S., and the 20th Maine in providing living history interpretation. We promote the activities of the Lakewood Historical Society and the Grave Concerns Association. We also host meetings of a historical battles wargaming club.

Every 4th of July we have a booth in the Steilacoom street fair where we inform hundreds of visitors about the fort and its location on the campus of Western State Hospital in Lakewood. As affiliate members of the WA State Historical Society, we can display our brochures in the state museum and have our website link on the WSHS website. As a member of the South Sound Heritage Association, we distribute our promotional materials to museum reps from Lewis, Mason, Thurston, and Pierce counties. We continue our membership in the Heritage League of Pierce County, a convenient forum for coordination with other area museums.

We are enrolled in the Blue Star Museum program that provides free admission to active-duty military and family members during the summer season. To show our support for the military, we have extended free admission for the entire year.

Our museum is a member of the Lakewood Chamber of Commerce where we can learn about issues affecting local businesses.

We want to continue partnering with all heritage organizations to promote our museum and the City of Lakewood.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

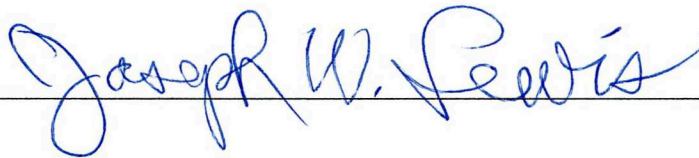
*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:

A handwritten signature in blue ink that reads "Joseph W. Lewis". The signature is written over a horizontal line.

Joseph W. Lewis, Secretary

Printed Name & Title of Chief Administrator/Authorizing Official

Date

8/14/24

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

**AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"**

As the person duly authorized to enter into such commitment for

Historic Fort Steilacoom Association_____

COMPANY OR ORGANIZATION NAME

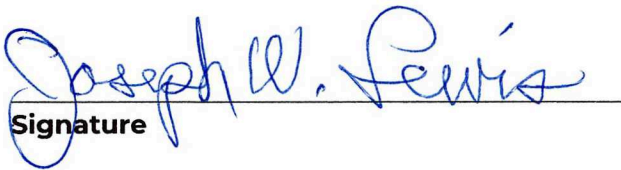
I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.


Signature

Joseph W. Lewis, Secretary_____
Print Name and Title

8/16/24
Date

District Director

P O BOX 2350 ROOM 5127 ATTN: E.O.
LOS ANGELES, CA 900532350

Date: MAR. 27, 1989

HISTORIC FORT STEILACOMM
PO BOX 94095
FORT STEILACOOM, WA 98494

Employer Identification Number:
91-1240261
Case Number:
959076018
Contact Person:
JULES, NORMA JEAN
Contact Telephone Number:
(213) 894-4553

Our Letter Dated:
Oct. 16, 1984
Caveat Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi). Your exempt status under section 501(c)(3) of the code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes a notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If the heading of this letter indicates that a caveat applies, the caveat below or on the enclosure is an integral part of this letter.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

Frederick C. Nielsen
District Director

Date: OCT 16 1984

Historic Fort Steilacoom
P.O. Box 94095
Fort Steilacoom, WA 98494

Employer Identification Number:
91-1240261
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(1) and 170(b)(1)(A)
Advance Ruling Period Ends:
December 31, 1988
Person to Contact:
Ellen Oliver
Contact Telephone Number:
(206) 442-5106

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably be expected to be a publicly supported organization described in section 509(a)(1) and 170(b)(1)(A)(vi)

Accordingly, you will be treated as a publicly supported organization, and not as a private foundation, during an advance ruling period. This advance ruling period begins on the date of your inception and ends on the date shown above.

Within 90 days after the end of your advance ruling period, you must submit to us information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, you will be classified as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, you will be classified as a private foundation for future periods. Also, if you are classified as a private foundation, you will be treated as a private foundation from the date of your inception for purposes of sections 507(d) and 4940.

Grantors and donors may rely on the determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you submit the required information within the 90 days, grantors and donors may continue to rely on the advance determination until the Service makes a final determination of your foundation status. However, if notice that you will no longer be treated as a section 509(a)(1) organization is published in the Internal Revenue Bulletin, grantors and donors may not rely on this determination after the date of such publication. Also, a grantor or donor may not rely on this determination if or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

(over)

21847
P.O. Box 21224, Seattle, WA 98111

Letter 1045(DO)

change, please let us know so we can consider
- exempt status and foundation status. Also, you should inform us of all changes in
your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance
Contributions Act (social security taxes) on remuneration of \$100 or more you pay
to each of your employees during a calendar year. You are not liable for the tax
imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise
taxes under Chapter 42 of the Code. However, you are not automatically exempt from
other Federal excise taxes. If you have any questions about excise, employment, or
other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code.
Bequests, legacies, devises, transfers, or gifts to you or for your use are
deductible for Federal estate and gift tax purposes if they meet the applicable
provisions of sections 2055, 2106, and 2522 of the Code.

You are required to file Form 990, Return of Organization Exempt from Income
Tax, only if your gross receipts each year are normally more than \$25,000. If a
return is required, it must be filed by the 15th day of the fifth month after the
end of your annual accounting period. The law imposes a penalty of \$10 a day, up
a maximum of \$5,000, when a return is filed late, unless there is reasonable cause
for the delay.

You are not required to file Federal income tax returns unless you are subject
to the tax on unrelated business income under section 511 of the Code. If you are
subject to this tax, you must file an income tax return on Form 990-T, Exempt
Organization Business Income Tax Return. In this letter, we are not determining
whether any of your present or proposed activities are unrelated trade or business
as defined in section 513 of the Code.

You need an employer identification number even if you have no employees.
If an employer identification number was not entered on your application, a number
will be assigned to you and you will be advised of it. Please use that number on
all returns you file and in all correspondence with the Internal Revenue Service.

Because this letter could help resolve any questions about your exempt status
and foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone
number are shown in the heading of this letter.

Sincerely yours,



District Director

th/0220Z

Letter 1045(

Fort Steilacoom



2025 Marketing Plan

Goal:

Inform the public that Lakewood is the home of Fort Steilacoom, an Army post founded 175 years ago in 1849!

Objectives:

- Attract visitors who live over 50 miles from Lakewood
- Increase attendance at events and gain new members
- Seek out potential cultural tourists via the internet
- Encourage residents to bring out of town visitors to Fort Steilacoom

Means of Accomplishment:

- On line - use the website to convey info to history buffs about the Lakewood area's contributions to the heritage of Washington
- Social Media - use Facebook and Instagram to promote fort activities by expanding audience engagement and boosting audience reach
- Brochures - display in locations frequented by people interested in history thereby increasing awareness of Lakewood as a place to visit
- Museum Gift Shop - sell clothing and souvenirs featuring Lakewood
- Special Events - provide programs focusing on the 175th anniversary that attract living history enthusiasts to Lakewood

**HISTORIC FORT STEILACOOM ASSOCIATION
2025 PROVISIONAL BUDGET**

<u>Category Description</u>	<u>Budget</u>
INFLOWS	
Donations	3,000
Dues	2,100
Events	1,300
Gift Shop Sales	600
Lakewood Grant	12,000
Other Grants	<u>2,000</u>
TOTAL INFLOWS	21,000
OUTFLOWS	
Administrative Supplies	500
Event Costs	3000
Gift Shop Inventory	750
Insurance	2,000
Library	500
Maintenance	1,250
Printing	1,000
Social Media	5,000
Three Newsletters	4,000
Website	<u>3,000</u>
TOTAL OUTFLOWS	21,000
OVERALL TOTAL	<u>0</u>

Historic Fort Steilacoom
Balance Sheet
As of July 31, 2022

Assets

Cash-Unrestricted		
Operating Funds	16,821.56	
Franklin Investments	<u>35,529.29</u>	
Total Unrestricted	52,350.85	
Cash-Restricted		
Gift Shop	166.00	
Library Funds	1,025.15	
Co A Funds	143.57	
Grants	<u>0.00</u>	
Total Restricted	1,334.72	
Fixed Assets		
Building #1	1,263.43	
Building #2	20,805.53	
Building #3	15,443.11	
Building #4	<u>22,987.78</u>	
Total Buildings	60,499.85	
		60499.85
Security	350.00	52350.85
Cannon Project	20,872.56	1334.72
Cannon Shelter	1,980.20	350
		20872.56
Interpretive Center		1980.2
Audio-visual Equipment	11,614.58	23756.05
Program Development	5,514.59	6993.13
Displays & Equipment	<u>6,626.88</u>	17000.58
Total Interpretive Center	23,756.05	185137.94
Company M Assets		
Cannon	5,000.00	
Tents & Equipment	700.00	
Uniforms	600.00	
Cannon Trailer	<u>693.13</u>	
Total Company M Assets	6,993.13	
Other Fixed Assets		
Computers	1,500.00	
Historic Furniture	4,596.78	
Furniture, Equipment	2,798.49	
Reenactor uniforms	506.17	

Merchandise Inventory	2,599.14
Marketing & Website	<u>5,000.00</u>
Total Other Fixed Assets	17,000.58

Total Assets	<u>#####</u>
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Liabilities & Fund Balance

Liabilities	0
Fund Balance	<u>185137.9</u>
	185137.9

Total Liabilities & Fund Balance	<u>185137.9</u>
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JUN 14 1983

ARTICLES OF INCORPORATION

SECRETARY OF STATE
STATE OF WASHINGTON

The undersigned, for the purpose of forming a corporation under the non profit laws of the state of Washington, (RCW24.03)states the following:

ARTICLE I

The name of the corporation shall be Historic Fort Steilacoom

ARTICLE II

The term of existence shall be Perpetual

ARTICLE III

The purposes for which the corporation is organized are as follows (1) work toward completion of both the exterior and interior restoration of the four office quarters at Fort Steilacoom located on the grounds of Western Washington S Hospital; (2) to find or develop non-profit uses for the available space; (3) to manage the property after restoration has been completed. This will achieved through a lease of the property from the Washington State Departm of Social and Health Services. The property is located in Pierce County, Washington.

ARTICLE IV

The name of the registered agent of the corporation is Cyrus Happy, III

The registered office address, which is also the address of the registered agent, is 11617 Gravelly Lake Drive S.W., Tacoma, Washington 98499

CONSENT TO APPOINTMENT AS REGISTERED AGENT

I, Cyrus Happy, III, hereby consent to serve as registered agent, in the state of Washington, for the corporation herein named. I understand that as agent for the corporation, it will be my responsibility to receive Service of Process in the name of the corporation; to forward all mail to the corporation; and to immediately notify the office of the Secretary of State in the event of my resignation or of any change in the registered office address of the corporation for which I am agent.

8 June 1983
(Dated)

Cyrus Happy
(Signature of Registered Agent)

ARTICLE V

There shall be four directors serving as the initial Board of directors. Their names and addresses are as follows:

- | | |
|------------------------------------|---|
| <u>Cyrus Happy, III, President</u> | <u>11617 Gravelly Lake Dr. S.W., Tacoma</u> |
| <u>Beverly Bills, Vice Pres.</u> | <u>11819 Clover Creek Dr. S.W., Tacoma</u> |
| <u>Bette Bradley, Secretary</u> | <u>1015 Rowell, Steilacoom</u> |
| <u>Helen Pool, Treasurer</u> | <u>P.O. Box 44532, Parkland</u> |



ARTICLES OF INCORPORATION
OF
Historic Fort Steilacoom

ARTICLE VI

In the event of the dissolution of the corporation, the net assets are to be distributed as follows: The dissolution of the net assets of the corporation will be determined as a part of the lease arrangement with the Department of Social and Health Services and will for forwarded as an amendment to these Articles of Incorporation.

ARTICLE VII

The name and address of each incorporator is as follows:

Caroline Gallacci
(signature of incorporator)
Caroline Gallacci, Project
Manager

Pierce County Planning Department
(address)
2401 South 35th Street, Room 6
Tacoma, WA 98409



STATE of WASHINGTON SECRETARY of STATE

I, **Ralph Munro**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

HISTORIC FORT STEILACOOM

a Washington non profit corporation. Articles of Incorporation were filed for record in this office on the date indicated below.

Corporation Number: 2-333782-7

Date: June 14, 1983



Given under my hand and the seal of the State of Washington, at Olympia, the State Capitol.

Ralph Munro, Secretary of State

Historic Fort Steilacoom Association

Meeting Minutes

July 16, 2024

Opening

The regular meeting of the Historic Fort Steilacoom Board of Directors was conducted on the Zoom platform and called to order at 6:11 p.m. by Vice President Elizabeth Korsmo.

Participants:

Joe Lewis, Elizabeth Korsmo, Quin Hinrichs, Claire Keller-Scholz, Tug Buse, Austin Rice, and Bookkeeper Chris Morgan.

The agenda as published was approved.

Round Table

There were no inputs.

Approval of Minutes and Treasurer's Report

The minutes of the June meeting were approved. Correspondence since the last meeting included an inquiry from the Discovery Channel about filming a video at the fort, the renewal of our "trip and fall" liability policy for \$894, and the provenance of the billiard table on loan from the WSHS. The calendar shows the museum open on 4 August, Lawrence Bateman hosting wargaming on 10 August, Coffee with the Mayor on 22 August, and Joe Lewis hosting Grave Concerns on 27 August.

The treasurer's report for the month of June was approved. Chris Morgan is compiling expenditures for reimbursement from the lodging tax grant. She also completed the renewal of our corporate licensing with the state.

Committees

Events – Elizabeth reported that 69 visitors attended the living history open house on Sunday 7 July. The event went well despite the intense heat. Joe praised the hospital staff for blocking Fort Street to vehicles and keeping the irrigation system off. We need to decide on a date for next year and get the word out earlier for more support from other living historians.

Maintenance – Austin will be checking the condition of our roofs in September.

Interpretive Center – Claire reported that Chris Erlich is creating a new exterior sign for Quarters 4 to mark our 175th anniversary, WSHS provided the name of the billiard table donor. We need to determine his relationship to the fort and confirm that the soldiers used this artifact. Items from the Orville Stout estate are being evaluated for retention or transfer

to another museum. Joe stated that images from the Medicine Creek Treaty exhibit would soon be provided by WSHS.

Old Business

None.

New Business

The board authorized Joseph Lewis to submit a 2025 lodging grant application for \$12,000 to the City of Lakewood.

Claire requested that we pay Steve Anderson for his books that we will sell in the gift shop.

Adjournment

The meeting was adjourned at:6:51 p.m. The board will plan to meet via Zoom at 6 p.m. on Tuesday 20 August 2024.

Joseph Lewis, Secretary

**Historic Fort Steilacoom Association
Board Directory 2023-2025**

Mailing Address: Historic Fort Steilacoom - PO Box 88447, Steilacoom, WA 98388

QTRS 4 Phone: 253.756.3928

Physical Location: Western State Hospital - 9601 Steilacoom Blvd SW, Lakewood, WA 98498

President (2022-2024)

Walter Neary
6338 School Street
Lakewood, WA 98499
(253) 389-0736
walter.neary@gmail.com

Past President

Gideon Pete
Visiting Eastern USA
(253) 720-8179
gideon.pete@yahoo.com

Program Vice President (1st Vice President) (2023-2025)

Elizabeth Korsmo
317 Kennebeck Ave S #302
Kent, WA 98030
(509) 270-0928
elizabeth.korsmo@gmail.com

Educational Vice President (2nd Vice President) (2023-2025)

Claire Keller-Scholz
1108 Eleanor Court
Steilacoom, WA 98388
(252) 508-7475
ckellerscholz@gmail.com

Membership Vice President (3rd Vice President) (2023-2025)

Vacant

Secretary (2022-2024)

Joseph W. Lewis
9204 Division Lane SW
Tacoma, WA 98498
(253) 226-2322
hrhjoel@comcast.net

Treasurer (2023-2025)

Thomas A. Melberg
5417 69th Ave CT E
Puyallup, WA 98371
(253) 840-8072
tm4thus@comcast.net

Director Position 1 (2023-2025)

Quin-Anne Hinrichs
22909 146th Ave. E.
Graham, WA 98338
(480) 688-1016
flyinghorsequin@gmail.com

Director Position 2 (2022-2024)

Laurel Lemke
10211 Filbert St. SW
Lakewood, WA 98498
(253) 376-5086
laurel.lemke@gmail.com

Director Position 3 (2023-2025)

Austin Rice
3007 Greenwood Ct. S.
Puyallup, WA 98374
(410) 980-8146
bayside2236@gmail.com

Director Position 4 (2022-2024)

Charlotte Basch
7414 Military Rd. S.
Seattle, WA 98108
(503) 440-4762
ccbасch@gmail.com

Director Position 5 (2023-2025)

Johnny Joyce

9803 109th St. SW

Lakewood, WA 98498

(253) 284-6010

remnant64@yahoo.com

Director Position 6 (2022-2024)

Vacant

Director Position 7 (2023-2025)

Michael Buse

7508 Fair Oaks Rd SE

Olympia, WA 98513

(360) 338-1135

tugbuse@gmail.com

Director Position 8 (2022-2024)

Vacant

Director Position 9 (2023-2025)

Vacant

Fort Steilacoom

August 4, 2024

City of Lakewood
Lakewood City Hall
6000 Main Street SW
Lakewood, WA 98499

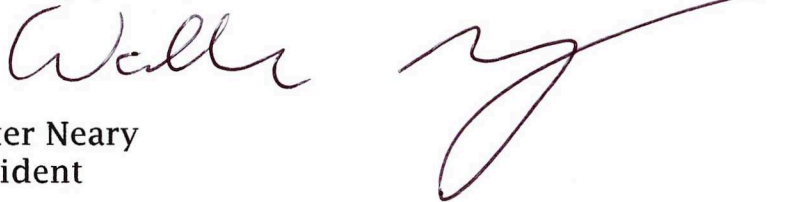
Dear Lodging Tax Advisory Committee,

The officers and directors of the Historic Fort Steilacoom Association (HFSA) have authorized our secretary, Joseph W. Lewis, to contractually bind our organization in matters relating to the lodging tax grant for 2025. His information is listed below.

Joseph W. Lewis
HFSA Secretary
9204 Division Ln SW
Tacoma, WA 98498-1915
253-226-2322

Thank you for your past support of our promotional efforts.

Sincerely yours,



Walter Neary
President

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: [15th Annual Samoa Cultural Week]

Amount of Lodging Tax Funding Requested: \$ [\$15,000]
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ [\$42,600]
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: [Asia Pacific Cultural Center]

Mailing Address: [3513 East Portland Ave]
[Tacoma, WA 98404]
[]

Tax ID Number: [91-1854410]

Organization Unified Business Identifier (UBI) [601-786-993-000]
UBI Expiration Date: [ongoing]

Type of Organization: [non-profit]
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: [Faaluaina Pritchard]

Title: [Executive Director]

Telephone: [253-383-3900]

Email: [faaluaina@asiapacificculturalcenter.org]

Signature:  _____

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): [Saturday July 20 – Sunday July 27, 2025]

b. Event Location: []

- Day 1: Community Prayer Event, Clover Park High School, Lakewood
- Day 2: Samoa Youth Event, Clover Park High School, Lakewood
- Day 3: Aganu'u Fa'asamoa Day 1, APCC Building, Tacoma
- Day 4: Aganu'u Fa'asamoa Day 2, APCC Building, Tacoma
- Day 5: Samoa Fashion Show, Museum of Glass, Tacoma
- Day 6: Samoa Community Dinner, Sharon McGavick Center, Lakewood
- Day 7: Samoa Pasifika Food and Arts Festival, Harry Lang Stadium, Lakewood

c. If there is a charge or fee for this activity, please describe how much and why.

[The majority of the 15th Annual Samoa Cultural Week activities are free admission. Only the Samoan Fashion Show and the Community Banquet are ticketed events, with funds to be used to help offset expenses of the week's activities.]

d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

[Thousands of people will gather together for APCC's 15th Annual Samoa Cultural Week, a seven-day event in and around Lakewood filled with cultural activities that celebrate the Samoan people and the wonderful diversity in our community. In Washington State, the Samoan population is the largest Pacific Islander group, and Asia Pacific Cultural Center (APCC) is proud to host this free, family-friendly event for people to share in and experience unique traditions and customs. Our goal is to bring people together to honor the Samoan community and to help everyone better understand and appreciate the Samoan and Polynesian heritage.

This event started originally with the Annual Samoa Cultural Day in 2010 as a single day event. It grew and evolved into the Annual Samoa Cultural Week full of 7 days of daily activities celebrating the Samoan and Pacific Islander people and sharing the culture and heritage with the greater community. For the 15th Annual Samoa Cultural Week, we are planning an exciting schedule similar to this year's (2024) event:

- Day 1: Community Prayer Event, Clover Park High School, Lakewood
- Day 2: Samoa Youth Event, Clover Park High School, Lakewood
- Day 3: Aganu'u Fa'asamoa Day 1, APCC Building, Tacoma
- Day 4: Aganu'u Fa'asamoa Day 2, APCC Building, Tacoma
- Day 5: Samoa Fashion Show, Museum of Glass, Tacoma
- Day 6: Samoa Community Dinner, Sharon McGavick Center, Lakewood
- Day 7: Samoa Pasifika Food and Arts Festival, Harry Lang Stadium, Lakewood

Throughout the week, participants will enjoy a variety of activities including: free youth events, a fashion show featuring local Samoan designers and traditional and modern Samoan clothing, a Community Dinner that features cultural performances, and ending with a festival with food and goods from local vendors and cultural demonstrations and performances.

Every year our event is held in or near the City of Lakewood, including at Harry Lang Stadium or at the Sharon McGavick Conference Center. Because many planning and event activities will be held in Lakewood and many families are from Lakewood, many purchases and services for the event will be from Lakewood businesses. We have always encouraged the many out-of-towners to stay in Lakewood lodging, and in the past our VIPs and out-of-town visitors did indeed stay at Lakewood hotels or motels.

We have a history of successful Samoa Cultural Day/Week attendance for over a decade. Typically, more than 5,000 people attend. These participants come from all around Washington State and neighboring areas.

We expect many out-of-state dignitaries as well as VIPs from American Samoa. In years past, many elected officials from throughout Washington State attended. At our last Samoa Cultural Week, many State Representatives, Mayors, Councilmembers, and other officials were our honored guests. It is important for our elected officials and community leaders understand and experience the culture. Next year we will again invite them to attend.

APCC is a 501(c)(3) non-profit organization whose mission is to “bridge communities and generations through arts, culture, education, and business”. Our founders created APCC in 1996 to represent 47 Asia Pacific countries and cultures to promote the greater awareness, understanding, and inclusion of the history, traditions, culture, and heritage of the Asia Pacific people. In the City of Lakewood, 16.5% of the population or more than 10,000 people are Asian or Pacific Islander. The Annual Samoa Cultural Week is a way APCC honors and celebrates the Asia Pacific people and helps the community embrace the diversity in our region. |

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

| The entire City of Lakewood would benefit economically from the tax revenues generated from sales of meals, goods, services, and overnight stays at local hotels. There would not only be sales during the event, but also from the weeks leading up to the Samoa Cultural Week during the planning and preparation stages as well as days after for cleanup and breakdown of the event, after-action meetings, and spending time with friends and family.

The event would boost Lakewood’s image throughout the region as a tourist destination and a great place to host large public events. It would show how Lakewood embraces the diversity of its people and appreciates and honors the Asia Pacific people who are an integral part of the City’s community. Pierce County and Washington State also will benefit. Families from all over the state will have a family-friendly event that they can attend, and enjoy spending quality time together while learning about other cultures.

It gives residents, businesses, and organizations an opportunity to build connections with the Asia Pacific people. It would benefit the Asia Pacific community because Asia Pacific people from all over the region would be proud to participate, and the Samoan people will be especially proud that this event celebrates their heritage. Many businesses in Lakewood and surrounding areas are owned by Asia Pacific people, and they will benefit from sales surrounding the event. It will also give Asia Pacific individuals and organizations an opportunity to participate as vendors, volunteers, or as presenters. This event will enhance and strengthen the relationship of the Asia Pacific communities and the City of Lakewood. |

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

| The goal for the Annual Samoa Cultural Week is to provide an educational, fun, heart-felt, and entertaining cultural experience for all attendees. It is a warm, welcoming gathering of thousands of people for a week of celebration and festivities. We track the attendance of the event to help us measure our reach and determine the effectiveness of our marketing and promotion. Our attendance goal is to have 5,000 people come to the event. Last month for our 2024 14th Annual Samoa Cultural Week, we had over 8,000 in attendance in total.

Yes, our project will result in an increase in overnight stays by visitors in Lakewood. We will track this with surveys, including questions such as “In what city do you live?” and “How many nights did you stay in Lakewood for this event?” to determine how many visitors came from over 50 miles away and to track if they stayed overnight in Lakewood.

Additionally, the number of performers and other participants who stay in Lakewood lodging will be tracked by APCC. Typically, APCC is involved in coordinating lodging accommodations for these stays since the performers and dignitaries are coming from afar, and are special guests for the event. Therefore we will be able to document and track this. |

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

| Funding for this event will increase the amount of people traveling to Lakewood to stay overnight in local hotels and motels. As stated earlier, the 15th Annual Samoa Cultural Week will be a series of activities over the span of seven days. Many visitors will stay for the full week because they will be here to attend all the daily activities. Many of the participants come in at least one week before the event to start visiting with their local families (many who live in Lakewood), tour around the area, help prep for the event, and then stay through the entire Samoa Cultural Week. We expect about 80 visitors to stay in Lakewood hotels and motels for the 15th Annual Samoa Culture Week next year. This past month’s 2024 Samoa Cultural Week, we confirmed that 60 people from out of town stayed in lodging. |

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

| Every year people travel from throughout the Pacific Northwest and beyond to attend the Annual Samoa Culture Week, and we expect that it will be no different next year. The 15th Annual Samoa Culture Day will attract many visitors – all ethnicities and all ages – who are interested in sharing in and learning about Samoa and the Pacific Islander culture. Because the event features Samoan culture, it will appeal especially to Pacific Islander audiences.

Pacific Islander festivals are not offered very often, so Pacific Islander people will travel from far away to attend and enjoy authentic food, participate in authentic traditional Polynesian activities, and be among their community. They will feel at home being around the customs and traditions

that they long for while being away from their motherland. In Washington, more than 1 million people are Asian or Pacific Islander. Asia Pacific people are willing to travel many miles to participate and enjoy large cultural events such as the Samoa Cultural Week, to eat authentic ethnic foods, see traditional dances, and participate in cultural games, crafts, and activities no matter how far away the event might be.

At this year's 2024 14th Annual Samoa Cultural Week, people traveled from outside of Pierce County, including Snohomish County, King County, Clark County, and Kitsap County. Out of state travelers came from as far as California, Oregon, Hawaii, and Las Vegas. We expect this same type of turnout at next year's event |

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

| We will be able to use these funds to bring national and international speakers and dignitaries, which will provide a significant level of prestige to the event. These VIPs will travel from places outside of Washington State such as Washington D.C. and California. They will also travel from overseas from American Samoa. Also, as stated in question #6 above, family members of local performers and participants often travel from out of state because this event continues to grow and becomes more well-known through promotional efforts made possible by this funding from Lakewood. |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

| Full funding from the City of Lakewood Lodging Tax and Tourism Fund will be an important part of the success of the 15th Annual Samoa Cultural Week. The City's investment in this event will improve tourism for the City, benefit businesses and improve the image of Lakewood as a multi-cultural destination while showing the City's commitment to the Asia Pacific community. If full funding is not received, it will certainly place more pressure on APCC to find alternatives to fill the funding gap. We would make every effort to solicit additional funding from other sources and would likely rely more heavily on in-kind support |

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

Description	Amount
Marketing/Promotion	\$5,000
Travel	\$2,500
Contract Services: equipment rentals and facilities rentals (such as tents, sound equipment, and other rentals), Artist Fees	\$7,500
Total Request	\$15,000

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Muckleshoot Charity Fund	\$5,000	Yes	June 2025
Umpqua Bank	\$5,000	Yes	June 2025
TwinStar Credit Union	\$1500	Yes	June 2025
Other Sponsorships and Grants	\$15,100	No	n/a
Community Fundraising/Donations	\$1,000	No	Rolling basis

*Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	a. Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$0	\$9,600	\$9,600
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$0	\$1,500	\$1,500
Marketing/Promotion	\$5,000	\$2,500	\$7,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$0	\$0	\$0
Minor Equipment (computers, desks, etc.)	\$0	\$1,000	\$1,000
Travel	\$2,500	\$2,500	\$5,000
Contract Services Describe below	\$7,500	\$7,500	\$15,000
Other Describe below	\$0	\$3,000	\$3,000
TOTAL COST	\$15,000	\$27,600	\$42,600
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Services: equipment rental and facility rentals, artist fees Other: Technical and Production Costs		
In-Kind Contributions	\$10,000 for volunteers and general administration expenses such as rent, utilities, postage, supplies, insurance, and other		

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.

** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$15,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Throughout the year, we apply for sponsorships and grants in support of the Annual Samoa Culture Week. We are fortunate to have the commitment from several funders who have supported this event each year and who have been pleased with the growth and outpouring of support and participation from the community. We have confirmed funding for the 15th Annual Samoa Cultural Week from: Umpqua Bank, TwinStar Credit Union, and Muckleshoot Charity Fund, among others. We also have many community fundraising events throughout the year to help raise funds.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Collaboration with our community partners is key to the success of all of APCC's projects, and this is especially true for the Annual Samoa Culture Week. APCC has an extensive network of partners in Pierce County and throughout Washington State, including individuals, businesses, cultural organizations, and community leaders. These partners will be significantly involved in planning and implementation phases, helping with fundraising, and by participating as vendors, as performers, or as volunteers at various booths and other cultural demonstrations. Organization and agency partners include: The City of Lakewood Chamber of Commerce, the City of Lakewood Economic Development, FiaOla Store (in Lakewood), Samoa Seniors Association of Pierce County, Samoa Nurses of Washington, and more. About 20 churches from many denominations with large Samoan congregations will be actively participating in the event, just as they have in the past. These include EFKAS Tacoma, EFKAS Ft. Lewis, Good Samaritan Church Tacoma, New Beginning Christian Center, Metotisi Federal Way, and several others. APCC is proud to collaborate with all our community partners to host this wonderful cultural event and share it with the City of Lakewood and our entire community.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

n/a

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: _____



Faaluaina Pritchard, Executive Director

August 16, 2024 |

Printed Name & Title of Chief Administrator/Authorizing Official

Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

**AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"**

As the person duly authorized to enter into such commitment for

Asia Pacific Cultural Center

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.



Signature

Faaluaina Pritchard, Executive Director

Print Name and Title

August 16, 2024

Date

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 21 1998

ASIA PACIFIC CULTURAL CENTER
C/O PATSY SURH OCONNELL
9312 S TACOMA WAY STE 110
TACOMA, WA 98499

Employer Identification Number:
91-1854410
DLN:
17053339132007
Contact Person:
D. A. DOWNING
Contact Telephone Number:
(513) 241-5199
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(2)
Advance Ruling Period Begins:
April 11, 1997
Advance Ruling Period Ends:
December 31, 2001
Addendum Applies:
No

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we

Letter 1045 (DO/CG)



Asia Pacific Cultural Center 15TH Annual Samoa Cultural Week (2025)

Marketing Plan

1. Goals

- Organizational goal/mission:
 - To “bridge communities and generations through arts, culture, education, and business” by teaching about and engaging people in the Asian and Pacific Islander culture
 - Representing people of 47 countries, promoting the greater understanding of their unique traditions, art, history, language, and heritage through programs, services, and community collaboration
 - Promote greater awareness, understanding, equity, and inclusion of the Asian and Pacific Islander people
- Event goal for Samoa Cultural Week:
 - To provide an opportunity for people to experience, enjoy, learn about, and better appreciate the Asia Pacific culture, especially the Samoan and Pacific Islander culture
 - To bring more tourism to the City of Lakewood
- Communications goals:
 - Build awareness about Samoa Cultural Week
 - Increase awareness about the City of Lakewood
 - Build awareness about APCC
 - Increase understanding of Asia Pacific Cultures

2. Objectives

- Increase awareness about the Samoa Cultural Week in Lakewood with an attendance of at least 5000 visitors
- Provide an enjoyable and educational experience at the Samoa Cultural Week and see that the attendees would be willing to attend future APCC cultural event, as measured by surveys
- Inform the target audience the offerings and services of APCC in order to recruit new members at Samoa Cultural Week

3. Target Audience

- Residents from throughout the Northwest
 - **Their needs/wants:**
 - Target residents who want to learn about diverse cultures, who want to share in the Asia Pacific cultures and who want to attend a fun, and entertaining event in Lakewood
 - **Desired exchange:**
 - We want them to attend and enjoy the Samoa Cultural Week and become returning visitors to future events in Lakewood and to future APCC events. We also want them to sign up for membership with APCC
- Asian and Pacific Island (API) people from throughout the Northwest
 - **Their needs/wants:**

- Target API people who want to share the experiences of their homeland with others; who want to experience cuisine, arts, crafts and other cultural activities that they miss from their homeland; and who want to attend a fun and entertaining event in Lakewood
- **Desired exchange:**
 - We want them to attend and enjoy the Samoa Cultural Week and become returning visitor to future events in Lakewood and to future APCC events. We also want them to sign up for membership, and learn about APCC and upcoming events

4. Strategies

- Promote Samoa Cultural Week as a fun, family-friendly, entertaining, and educational experience in Lakewood
 - **Tactic:**
 - Design promotional posters for Samoa Cultural Week and distribute to cultural organizations, schools and businesses
 - Design promotional flyers for Samoa Cultural Week and distribute accordingly
 - Partner with civic and business associations and promote Samoa Cultural Week
 - Promote Samoa Cultural Week on the APCC website and social media
 - Post event on online calendars of events
 - Utilize APCC and community partners' social media to promote Samoa Cultural Week
 - Include APCC and City of Lakewood logo on printed and electronic/digital promotions
- Convey and reinforce the APCC name and its offerings and convey that APCC serves the community.
 - **Tactic:**
 - Have a manned APCC information/membership table at the event
 - Have the APCC name and logo on all promotional materials
 - Have a spokesperson from the APCC board speak on stage about APCC, its accomplishments, its goals and the services and programs it offers
 - Maintain an updated webpage and utilize social media

5. Budget

- The budget for Marketing and Promotion for Samoa Cultural Week is \$7,500.

6. Evaluation

- Survey of attendees and volunteers/performers:
 - To determine their experience at the Samoa Cultural Week
 - To determine where they reside
 - To find out how they heard about the Cultural Week
 - To determine if they would attend a future APCC cultural event
- Event attendance



Asia Pacific Cultural Center

**15th Annual Samoa Cultural Week
Program Budget 2025**

INCOME		AMOUNT
City of Lakewood		\$ 15,000.00
Community Fundraising/Donations		\$ 1,000.00
Sponsorships and Grants		\$ 26,600.00
Muckleshoot Charity Fund	\$ 5,000.00	
Umpqua	\$ 5,000.00	
TwinStar	\$ 1,500.00	
Other Funders	\$ 15,100.00	
Total Income		\$ 42,600.00

EXPENSE		AMOUNT
Personnel (salaries & benefits)		\$ 9,600.00
Administration (utilities, postage, supplies, janitorial services, Marketing/Promotion		\$ 1,500.00
Minor Equipment (computers, desks, etc.)		\$ 7,500.00
Travel		\$ 1,000.00
Contract Services - Describe Below		\$ 5,000.00
Equipment rentals and facility rentals	\$ 8,000.00	
Artist Fees	\$ 7,000.00	
Technical and Production Costs		\$ 15,000.00
Total Expenses		\$ 42,600.00

Asia Pacific Cultural Center
Statement of Financial Position - Cash Basis
As of June 30, 2024

	Jun 30, 24
ASSETS	
Current Assets	
Checking/Savings	
4050 · Heritage Bank-NP Interest Chkng	11,022.68
1040 · Umpqua Back Commercial MM	4,038,661.24
1060 · Umpqua Bank Building Checking	126,433.66
1000 · Heritage Bank Main Checking	953,408.01
1050 · Umpqua Bank Checking	89,809.96
1100 · Umpqua Bank Money Mkt	252,052.87
2050 · Heritage Bank Building Checking	60,199.16
3000 · Key Money Market Fund	8,972.01
3050 · PayPal	244.53
4000 · Petty Cash	143.03
Total Checking/Savings	5,540,947.15
Other Current Assets	
5050 · APCC Endowment Fund-GTCF	226,862.28
Total Other Current Assets	226,862.28
Total Current Assets	5,767,809.43
Fixed Assets	
10006 · Accumulated Depreciation	-21,556.54
10005 · Vehicle	53,891.34
Total Fixed Assets	32,334.80
Other Assets	
13000 · Construction in Progress	2,521,295.06
Total Other Assets	2,521,295.06
TOTAL ASSETS	8,321,439.29
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
22000 · Payroll Liabilities	
22450 · IRA Payable	2,688.35
Total 22000 · Payroll Liabilities	2,688.35
Total Other Current Liabilities	2,688.35
Total Current Liabilities	2,688.35
Total Liabilities	2,688.35
Equity	
32000 · Unrestricted Net Assets	5,372,708.29
Net Income	2,946,042.65
Total Equity	8,318,750.94
TOTAL LIABILITIES & EQUITY	8,321,439.29

No assurance is provided on these financial statements.



9312 So. Tacoma Hwy
Suite 110
Tacoma, Washington
95422

Telephone
253-265-7225
Fax
253-261-5515

BOARD OF DIRECTORS

Peggy Ann O'Connell
President

Barbara Manguchi
1st Vice President

Judy Chan
2nd Vice President

Franklin Pritchard
Secretary

Daniel Yu
Treasurer

Elle Abbey
Karen Kamara Cowr
Charles Hermann
Linda Martin
Michelle Onda

BYLAWS November, 1997

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

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WASHINGTON STATE NONPROFIT CORPORATION

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WASHINGTON STATE NONPROFIT CORPORATION

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**BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION**

ARTICLE ONE - ADMINISTRATIVE OFFICE:

The principal office of the Asia Pacific Cultural Center (APCC) shall be located at:

9312 South Tacoma Way, #110
Tacoma, Washington 98499
Pierce County

APCC may have other such offices, either within or without the State of Washington, as the Board of Directors may determine from time to time.

ARTICLE TWO - MEMBERS:

SECTION 1. DESCRIPTION: Members of APCC consists of any person who submit a written and signed application form, approved by the Board of Directors, and pays membership dues or fees. The membership thus includes certain rights and privileges, depending of membership level, of activities occurring at APCC.

SECTION 2. MEMBERSHIP LEVELS AND RIGHTS & PRIVILEGES: Levels of membership, along with rights and privileges shall be determined by the Board of Directors' Development/Membership Committee. The committee will present their recommendation to the Board of Directors who will approve the various membership levels. Any changes to the levels will also need board approval.

SECTION 3. VOTING RIGHTS: Each member shall be entitled to one vote on each matter submitted to a vote of the members.

SECTION 4. RENEWAL AND TERMINATION: Renewal of membership includes payment of the annual dues. Termination of membership assumes any member who is in default of their payment of dues. Any inappropriate cause(s) by the member may suspend or expel their membership. Termination will consist of an appropriate and documented hearing with a majority vote of the members of the board.

SECTION 5. TRANSFER OF MEMBERSHIP: Membership at APCC is not transferrable or assignable.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE THREE - MEMBERS' MEETINGS:

SECTION 1. NOTICE OF MEETING: Notice of the meeting place, day, and hour, and in the case of a special meeting the purpose for which the meeting is called, shall be delivered either personally, by United States postal mail, by electronic transfer, by facsimile (FAX), by telephone to each member entitled to vote at such a meeting. If delivered, mailed, electronically transferred, FAXed, or telephoned, such notice shall be deemed deposited to the address/telephone number of the member as it appears on the records of APCC.

SECTION 2. ANNUAL MEMBERS' MEETING: The annual meeting of the members shall be held at the principal office of APCC or at such other place as determined by the Board of Directors on the 14th day in the month of November of each year, beginning with the year 1997 for the transaction of such business as may come before the meeting. If the day fixed for the annual meeting shall be a legal holiday in the State of Washington or on a week-end, such meeting shall be held on the next succeeding business day.

SECTION 3. SPECIAL MEETINGS: Special meetings of the members, for any purpose, unless otherwise prescribed by statute, may be called by the President or by the Board of Directors. Designation will be located at the principal office of APCC in the state of Washington unless otherwise determined. Any action(s) at the meeting shall be the majority vote of all members.

SECTION 4. QUORUM: Members holding majority of the votes that may be cast at any meeting shall constitute a quorum at such meeting. If a quorum is not present at any meeting of members, majority of the members present may adjourn the meeting.

SECTION 5. PROXY: At any meetings of members, a member entitled to vote may vote by proxy executed in writing by the member or by his/her duly authorized attorney-in-fact.

ARTICLE FOUR - BOARD OF DIRECTORS:

SECTION 1. DESCRIPTION: The Board of Directors are the governing body who manage the business and affairs of APCC. Board members need not be residents of the state of Washington but need to be members of APCC. There shall be no more than 20 board members on the board.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

SECTION 2. NOMINATION, ELECTION, AND TERM OF OFFICE: Board member qualifications shall be outlined by the board's Board Development Committee with final approval by the board. Nominations shall be submitted by the Board Development Committee with elections at the Annual Members' Meeting. Each elected director shall serve three years and may be re-elected once. However, no more than twenty percent (20%) of the board shall consist of "interested" board members (independent contractor(s) serving the corporation; family member(s), relative(s), or descendant(s) of other board members; and/or employees of APCC). Former board members may serve on board committees or other APCC functions as a "former board member".

SECTION 3. VACANCY AND REMOVAL: Vacancies arising from expiration, resignation, removal, or death of a director will be filled by the elections of new board members at the Annual Members' Meeting. Removal of a director will consist of an appropriate and documented hearing and a majority vote of all the members of the board. Any director may resign upon written notice submitted to the President.

SECTION 4. COMPENSATION: As volunteers of APCC, directors shall not receive any fees or reimbursement for their service.

ARTICLE FIVE - BOARD OF DIRECTORS MEETINGS

SECTION 1. NOTICE OF MEETINGS: Notice of the Board of Directors meeting place, day, and hour, and in the case of a special meeting the purpose for which the meeting is called, shall be delivered either personally, by United States postal mail, by electronic transfer, by facsimile, or by telephone to each member entitled to vote at such a meeting. If delivered, mailed, electronically transferred, FAXed, or telephoned, such notice shall be deemed deposited to the address/telephone number of the board member as it appears on the records of the corporation. The attendance of a board member at a meeting shall constitute a waiver of notice of such meeting, except where a board member attends a meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened. Neither the business to be transacted at, nor the purpose of, any regular or special meeting of the Board of Directors need be specified in the notice or waiver of notice of such meeting, unless specifically required by law or by these bylaws.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

SECTION 2. REGULAR MEETINGS: Regular Board of Directors meetings shall be held monthly at the principal office of APCC unless otherwise designated. Specific date(s), time(s), and location(s) will be included in the minutes of the last meeting and sent to all board members prior to the next meeting.

SECTION 3. SPECIAL MEETINGS: Special Board of Directors meetings may be called by or at the request of the President, and shall be held at the principal office of APCC or at such other designated location. Any action(s) at the meeting shall be the majority vote of all board members.

SECTION 4. QUORUM: A majority of the Board of Directors shall constitute a quorum for the transaction of business at any meeting of the board, but if less than such majority is present at a meeting, a majority of the board members.

SECTION 5. PROXY: At any meetings of board, a board member entitled to vote may vote by proxy executed in writing by the board member or by his/her duly authorized attorney-in-fact.

ARTICLE SIX - OFFICERS:

SECTION 1. DESCRIPTION: The officers of the Board of Directors are elected officials to represent the APCC board and its affairs. The officers of APCC shall be a President, one or more Vice-Presidents, a Secretary, a Treasurer, and other such officers as may be elected in accordance with the provisions of this article.

SECTION 2. PRESIDENT: The President shall be the Chief Operating Officer of the board and shall preside at meetings of the membership, the Board of Directors, and the Executive Committee. The President shall appoint all committee chairs as provided herein and shall be the chairman of the Executive Committee. With the approval of the board, the President may establish or dissolve committees, and shall be responsible for the proper functioning of the committee system, especially as it relates to communication between committees and relationships between committees and the full board. The President is also an ex-officio member of all committees.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

SECTION 3. FIRST VICE PRESIDENT: In the event of the absence or disability of the President, the First Vice President shall assume and perform the duties of the President. The regular duties of the Vice President shall be such as may be assigned to him/her from time to time by the board or the President.

SECTION 4. SECOND VICE PRESIDENT: In the event of the absence or disability of the First Vice President, the Second Vice President shall assume and perform the duties of the First Vice President. The regular duties of the Second Vice President shall be such as may be assigned to him/her from time to time by the board or the President.

SECTION 5. SECRETARY: The Secretary shall have the charge and custody of APCC's books and records excluding the books of account; make and preserve accurate and complete minutes of all meetings of the membership, the Board of Directors, and the Executive Committee; give proper notice of all meetings; attend to the filing of any reports required by law to be filed; handle any social correspondence, and perform such other duties as may from time to time be assigned by the board.

SECTION 6. TREASURER: The Treasurer shall have charge and custody of the funds of APCC, collect and receive the dues, keep books of account which will be open at all times for inspection by any member upon giving sufficient notice and cause, render annual reports at the annual meeting of the membership and such other reports to the board as required, receive and disburse funds of APCC under the direction of the officers and board, and perform such other duties which may from time to time be assigned by the board. All checks disbursing funds of APCC shall be signed and countersigned by those persons designated by resolution of the board.

SECTION 7. NOMINATION, ELECTION, AND TERM OF OFFICE: The officers of APCC shall be nominated by the Board Development Committee and elected annually by the board members. Each officer shall hold office for three years or at the time his/her board term expires, whichever comes first. Officers may be re-elected once.

SECTION 8. VACANCY AND REMOVAL: Vacancies arising from expiration, resignation, removal, or death of an officer may be filled by another nominated board member by the Board Development Committee for the unexpired portion of the former officer's term. Removal of an officer will consist of an appropriate and documented hearing with a majority vote of the members of the board.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE SEVEN - COMMITTEES:

SECTION 1. DESCRIPTION: Board committees serve as working or advisory committee assisting APCC in reaching its goals. Each committee will be responsible for the management of APCC but not relieve the authority of the board or any individual Director of any responsibility imposed on it or him/her by law. Committees will be formulated and dissolved as needed with the approval of the Board of Directors. Meeting minutes shall be kept of each meeting of any committee and be filed with APCC's records.

SECTION 2. COMMITTEE CHAIR: The committee chair is also a board member nominated and approved by the President. The committee chair will lead the committee in reaching its goals, report committee status/recommendations to the board for approval, annually evaluate committee members, and recruit new members.

SECTION 3. COMMITTEE MEMBERS: Committee members must include at least one board member and can include non-board members. Non-board members shall not possess the same authority as a board member. Any vacancy occurring in the committee by death, resignation, or withdrawal can be filled by the majority vote of all the remaining members of the committee. Any person if so elected, shall serve for the remainder of the term of his or her predecessor. Any member who maintains a conflict of interest with APCC can be removed from the committee after an evaluation and approval by the committee.

ARTICLE EIGHT - DIRECTOR

The Director shall be employed by the Board of Directors, reporting to the President and shall be responsible for the day-to-day operations of APCC. He/she will be the Chief Executive Officer consulting with the board on major personnel decisions, and will be responsible for the employment and discharge of all employees of APCC. The Director will annually develop a proposed budget with the Finance Committee, and be responsible for the proper expenditure of APCC's operating funds in accordance with the approved budget by the board. The Director shall be an ex-officio, non-voting member of any APCC committees. The board may from time to time, in its sole discretion, increase, limit, or alter the responsibilities and authority of the Director as may deem to be in the best interests of APCC.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE NINE - CONTRACTS, CHECKS, DEPOSITS, AND GIFTS

SECTION 1. CONTRACTS: Any contract will consist of a written agreement that is evaluated and approved by the Board of Directors. Agreements shall also be reviewed by an attorney on behalf of APCC.

SECTION 2. CHECKS, DRAFTS, OR ORDERS: All checks, drafts, or other orders for the payment of money, notes, or other evidences of indebtedness issued in the name of APCC shall be signed by the President and Treasurer. If the President is absent then the First Vice President and Treasurer shall sign. If the First Vice President is absent then the Second Vice President and Treasurer shall sign. The Treasurer will keep the records and inform the Board of Directors at each meeting.

SECTION 3. DEPOSITS: All funds of APCC shall be deposited by the Treasurer from time to time to the credit of APCC in such banks, trust companies, or other depositories as the Board of Directors select. The Treasurer maintains all original transactions and copies are to be provided to the President.

SECTION 4. GIFTS: The Board of Directors may accept on behalf of APCC any contribution, gift, bequest, or device for the purpose of APCC. Records will be kept by the Treasurer.

ARTICLE TEN - CERTIFICATE OF MEMBERSHIP

The Board of Directors shall issue certificates evidencing membership at APCC. Certificate forms shall be determined by the board, and signed by the President or First Vice President and by the Secretary or Treasurer possessing the seal of APCC. All certificates evidencing membership of any class shall be consecutively numbered with the name and address of each member. Date of certificate issuance shall be entered in the records of APCC. If any certificate is lost, mutilated, or destroyed, a new certificate may be issued on such terms and conditions as the board may determine.

**BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION**

ARTICLE ELEVEN - BOOKS AND RECORDS

APCC shall keep correct and complete books and records of account and shall also keep meeting minutes of its board members and committees. Annual reports will be published no later than 120 days after the close of the fiscal year. Records shall be kept at the principal office. All books and records of APCC may be inspected by any member and/or his/her attorney for any proper purpose at any reasonable time. An outside audit will be conducted annually.

ARTICLE TWELVE - FISCAL YEAR

The fiscal year of APCC shall commence by calendar year, beginning on the first day of January and ending on midnight of the 31st day of December of the same year.

ARTICLE THIRTEEN - DUES

SECTION 1. ANNUAL DUES: The Board of Directors shall determine from time to time the amount of annual dues payable to APCC by members of each class, and shall give appropriate notice to the members.

SECTION 2. PAYMENT OF DUES: Dues shall be payable in advance from the first day of the month in which such member is elected into membership.

SECTION 3. DEFAULT AND TERMINATION OF MEMBERSHIP: When any member of any class is in default of payment of dues over six months from the beginning of the period for which such dues became payable, his/her membership may thereupon be terminated.

ARTICLE FOURTEEN - SEAL

The Board of Directors shall provide a corporate seal consisting of a logo of a red painted circle mastered by a sumi artist with the inscription of Asia Pacific Cultural Center located below.

ARTICLE FIFTEEN - WAIVER OF NOTICE

Whenever a notice is required to be given under the provisions of Article Three and Five, a waiver thereof in writing, signed by the President, shall be deemed equivalent to the giving of such notice.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE SIXTEEN - INDEMNIFICATION OF BOARD OF DIRECTORS,
OFFICERS, EMPLOYEES, AND AGENTS

APCC shall have power to purchase and maintain insurance on behalf of a board member, officer, employee or agent of APCC who is or was serving at the request of APCC as an officer, employee, or agent of another corporation, partnership, joint venture, trust, other enterprise, or employee benefit plan, against any liability asserted against such person.

ARTICLE SEVENTEEN - AMENDMENTS OF BYLAWS

These bylaws may be altered, amended, or repealed and new bylaws may be adopted by a majority of the Board of Directors present at any regular or special meeting, if at least seven days' written notice is given with explanation.

PROPOSED ADDITION TO THE BY-LAWS:

In the matter of obtaining proxy vote permission:

1. The President should be notified prior to any scheduled business meeting wherein an agenda has been established and distributed, of any board member's or officer's pending absence.
2. Upon notice, the member may inform the President of his or her desire to transfer individual voter discretion by proxy to the President.

This opportunity should not be construed as an excuse for non-attendance. It is designed specifically to forward business aspects of the Board by providing for a "quorum" vote when needed.

Asia Pacific Cultural Center

Board of Directors Meeting

Tuesday, May 24, 2024

Attendees:

Patsy surh O'Connell – President
Belinda Louie (PhD) – Vice-President
Francisco Pascua – Treasurer
Al Coslo – Secretary
Robert Yu - Director
Ray Hing – Director
Katie Condit - Director
Tuyet Nguyen – Director
June Sekiguchi - Director
Lua Pritchard – Executive Director

Absent:

Elaine Ishihara – Director
Gloria Dixon – Director (proxy to Katie)
Tina Huynh (DMA) – Director (proxy to Tuyet)
Suzanna Keilman – Director
Latha Sambamurti – Director (Proxy to Tuyet)

1. Order of Business:

- Meeting called to order at 6:10 PM.
- Meeting minutes of April 30, 2024 Bd mtg. distributed. Director Pascua moved to approve, seconded by Director Nguyen. Minutes approved by voice vote.
- Financials: Director Pascua presented the financials as of April 30, 2024. Director Condit moved to approve, seconded by Director Hing. Financials approved by voice vote.

2. Executive Director's Report: Lua Pritchard. (Please see attached for details)

- Details of APCC operations presented.
- Patsy Surh Place low income housing project construction progresses with work underway on the third floor. APCC has obtained approximately 60 low income housing vouchers and looking for more. Applications for housing will be accepted later this Autumn.
- Lua asked board to approve for APCC to apply for Lakewood Lodging Tax funds to support the Samoa Week 2025 as it has in the past. Board approves.
- APCC Building Project:
 - a. The former APCC building demolition is complete.

- b. We have permitting approvals for the new building. Construction is pending approval of the 50-year long term lease and other future arrangements by all parties.
 - c. Application for the Bridge Loan is underway for the building only. Land is not included.
 - d. The gift shop in the new facility will be required to collect sales tax.
- General Operations: (please refer to the Executive Director's report for the details). May AANHPI Month Celebrations were filled with so many events at schools, here at APCC and in the community, including JBLM Main. The requests for cultural events hosted by APCC continue to expand. Board members are invited to upcoming big events of APCC. (Please see mtg agenda for calendar of the events).
3. President's Report (Patsy Surh O'Connel). Attended Snohomish Fund Raiser sponsored by South Korean Consulate. Attended exciting India Day celebrations sponsored by APCC, which was also attended by India Consul General from Seattle. June 22, APCC featuring Korean Culture artist.
 4. Mtg adjourned at 7:50 PM.

Respectfully,

Albert Q. Cosio

APCC Board Secretary



**Asia Pacific Cultural Center
Board of Directors - 2024**

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APCC EXECUTIVE DIRECTOR	
Faaluaina (Lua) Pritchard 3513 East Portland Avenue, Tacoma, WA 98404 W: (253) 383-3900 (work) / C: (253) 590-7457 faaluaina@asiapacificculturalcenter.org BDC, PC, BPDT, FDC, FC, EC	<ul style="list-style-type: none"> * Board Development Committee = BDC * Building Project Development Team = BPDT * Fund Development Committee = FDC * Programs Committee = PC * Finance Committee = FC * Executive Committee = EC

August 19, 2024

City of Lakewood
Lakewood Lodging Tax Grant
6000 Main Street SW, Lakewood, WA 98499

Dear Grant Review Committee,

On behalf of Tacoma Public Schools, I am writing to express support for Asia Pacific Cultural Center (APCC). APCC has been a close partner with Tacoma Public Schools for many years.

Tacoma Public Schools is pleased to partner with Asia Pacific Cultural Center (APCC) for the 15th Annual Samoa Cultural Week in 2025. This is a worthwhile project that will honor and celebrate the Polynesian heritage and the Samoan people in our community. People from all over Washington and even outside the State will come together to experience the wonderful traditions, customs, food, and culture of Samoa.

The City of Lakewood Lodging Tax Grant funding for the 15th Annual Samoa Cultural Week would be an investment in a stronger, healthier, more vibrant community and would bring thousands of people to visit the great City of Lakewood.

We are proud to partner with APCC and enthusiastically support their request for funding. Through our strong partnership, we look forward to making a positive impact for youth in Tacoma for years to come.

Please do not hesitate to reach out if I can provide additional information about our partnership or can be of further assistance.

Sincerely,



Joshua J. Garcia, Ed.D.
Superintendent



**Tacoma
Urban League**

Empowering Communities.
Changing Lives.
For an Equitable Future.

From the Desk Of:

Janice M. Lee

President & CEO

August 19, 2024

City of Lakewood
Lakewood Lodging Tax Grant
6000 Main Street SW, Lakewood, WA 98499

Dear Grant Review Committee,

Tacoma Urban League is pleased to partner with Asia Pacific Cultural Center (APCC) for the 15th Annual Samoa Cultural Week in 2025. This is a worthwhile project that will honor and celebrate the Pacific Islander heritage and the Samoan people in our community. People from all over Washington and even outside the State will come together to experience the wonderful traditions, customs, food, and culture of Samoa.

APCC and Tacoma Urban League have partnered for the past 10 years in our yearly Holiday Luau that has been a great success and positive relationship.

Tacoma Urban League has had over 20 years of positive relationship in the community of supporting public events. APCC has a positive impact on our community in support of all our events throughout the year.

Please feel free to contact me if I can be of further assistance at (253) 383-2007 or president@thetacomaurbanleague.org. The City of Lakewood Lodging Tax Grant funding for the 15th Annual Samoa Cultural Week would be an investment in a stronger, healthier, more vibrant community and would bring thousands of people to visit the great City of Lakewood. We truly hope that the City will fully support this event.

Sincerely,



Janice Lee, MBA
President & CEO

2550 South Yakima Ave, Suite A, Tacoma, WA 98405 | (253) 383-2007
President@thetacomaurbanleague.org

ASIA PACIFIC CULTURAL CENTER'S 14TH ANNUAL

SAMOA

CULTURAL WEEK/DAY JULY 21 - JULY 27, 2024

ORDER OF EVENTS:

Sunday - July 21, 2024

Samoa Prayer Service - 6:30 pm
FREE ADMISSION
Mt Tahoma High School Performing Arts Center

Monday - July 22, 2024

Samoa Youth Gospel Night - 6:30 pm
FREE ADMISSION
Mt Tahoma High School Performing Arts Center

Thursday - July 25, 2024

Samoa Fashion Show - 6:30 pm
\$40 regular ticket • \$80 VIP ticket
Museum of Glass Tacoma

Friday - July 26, 2024

Samoa Community Dinner - 6:30 pm
\$100 per person
Emerald Queen Casino - Tacoma Concert Hall

Saturday - July 27, 2024

Samoa Pasifika Food Festival - 11 am
FREE ADMISSION
Mt Tahoma High School Baseball Field

ORDER OF EVENTS:

Tuesday - July 23, 2024

Aganu'u Fa'aSamoa
7 am - Make the Umu, cook the pig, taro and bananas, make the miki.
10 am - 12 pm - Samoa games for youth like, peel bananas, scrape taro, grate the coconut, squeeze the coconut, prepare the Umu.
Prizes for 1st, 2nd, 3rd place winners.
Teams of 5 youth each.
All games participants will receive a TSHIRT.
12:30 pm - 1:30 pm LUNCH
FREE ADMISSION
APCC - 3513 East Portland Avenue

Wednesday - July 24, 2024

7 am - Make the Umu, cook the pig, taro and bananas, make the miki.
10 am - pm - Samoa Language Arts.
12:30 pm - 1:30 pm LUNCH
FREE ADMISSION
APCC - 3513 East Portland Avenue

\$1,000 scholarships available for Samoa Students accepted to any higher education institute.

For more information:

Call APCC at 253-383-3900 or
faaluaina@asiapacificculturalcenter.org

Supported by:
Family of Christ Full Gospel Tacoma
EFKAS Ft. Lewis
Kalevaria Methodist Church Tacoma
Lacey New Beginning Church
Good Samaritan Church Tacoma
New Beginning Christian Center
Hilltop Assembly of God Church Tacoma
Gilgal New Beginning Church Tacoma
Tacoma Assembly of God

EFKS Malua Seattle
Latter Day Saints Allenmore
UTOPIA
PICA
PIHB
FIAOLA Store
Steven & Sons Inc
Tama ole Rosa Inc
Carol's Creations
Livoi Fashions





ASIA
PACIFIC
CULTURAL
CENTER
SINCE 1996

3513 East Portland Ave
Tacoma, WA 98404
253.383.3900
253.292.1551 F
www.apcc96.org

August 15, 2024

City of Lakewood Lodging Tax Advisory Committee
Lakewood City Hall
6000 Main St. SW
Lakewood WA 98499

Re: Contact Info for Authorized Person to Sign Application

To Whom It May Concern,

The following is the confirmed contact information for Mrs. Faaluaina Pritchard, Asia Pacific Cultural Center's Executive Director, who is authorized to sign the Lakewood Lodging Tax and Tourism Promotion Grant Application for the 15th Annual Samoa Cultural Day in 2025:

Name: Mrs. Faaluaina Pritchard
Title: Executive Director, APCC
Phone: (253) 383-3900
Address: 3513 East Portland Avenue
Tacoma WA 98404
Email: faaluaina@asiapacificculturalcenter.org

Please feel free to contact me if you have any questions at (253) 383-3900 or email al.cosio@outlook.com.

Sincerely,

Albert Q. Cosio
Secretary
Asia Pacific Cultural Center

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: | Sales, Marketing and Event Recruitment for Tourism Generators in Pierce County |

Amount of Lodging Tax Funding Requested: | \$ 150,000 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: | \$ 4,206,749 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: | Tacoma Regional Convention & Visitor Bureau
d.b.a. Tacoma-Pierce County Tourism Authority |

Mailing Address: | PO Box 1754 |
| Tacoma, WA 98401 |

Tax ID Number: | 91-1465947 |

Organization Unified Business Identifier (UBI) | 601 216 920 |
UBI Expiration Date: | 12/31/2024 |

Type of Organization: | Non-Profit Convention and Visitor Bureau and Sports Commission – 501(c)(6) |
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: | Dean Burke |

Title: | President and CEO |

Telephone: | 253-284-3250 |

Email: | dean@visitpiercecounty.com |

Signature:  _____

2. Project Description

- a. Event Date(s): | This project encompasses the 2025 calendar year, and includes event recruitment, marketing, and sales for tourism in Lakewood and Pierce County |
- b. Event Location: | N/A – See below for hotel and venue highlights |
- c. If there is a charge or fee for this activity, please describe how much and why.
| No charge to public |
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Tacoma-Pierce County Tourism Authority is the combined regional destination marketing organization (DMO), convention & visitors bureau, and sports commission for all of Pierce County. Our mission is to deliver tourism through the creation of measurable hotel room nights and economic impact (day visits, tax collections, spending at local businesses) county-wide by focusing on three pillars of business:

- Amateur Sports (45,405 room nights county-wide in 2025; 2,275 at events directly in Lakewood)
- Leisure Tourism (44,739 room nights in 2025)
- Meetings & Conventions (34,000 room nights in 2025)

Through a sales-focused events and tourism program across our three pillars, we expect to deliver ~125,000 total room nights in 2025 to communities throughout Pierce County.

For context: In the most recent complete year (2023) we started the year with a goal of generating 107,000 room nights, adjusted it early in the year to 117,000, revised in mid-year to 147,000 and ended up delivering about 170,000. Planning conservatively and executing with the flexibility to pivot into in-year opportunities has allowed us to deliver more room nights than ever before, and more than even we ourselves often expect when we write our funding applications.

Below is a summary of our work as it pertains to Lakewood, within each of our areas of focus:

AMATEUR SPORTS

We're looking to have 46 events execute in 2025 throughout Pierce County.

Five events will be hosted directly in Lakewood, and will potentially generate **2,275** room nights:

- Ft. Steilacoom Invitational (September) – Ft. Steilacoom Park, 1,000 Room Nights
- Rainier Cup Judo Championships (October) – Pierce College, 500 Room Nights
- West Coast Open Karate Championships (October) – Pierce College, 150 Room Nights

- American Lake Fall Classic (October) – American Lake, 350 Room Nights
- Pat Lessor Harbottle Invitational (October) - Tacoma Country Golf Club, 275 Room Nights

Six large events in the surrounding areas, generating an additional **23,500 room nights**, are likely to have an impact on Lakewood hotels:

- Charity Choice Invitational – Greater Tacoma Convention Center: 5,000 room nights
- WIAA State Wrestling Championships – Tacoma Dome: 3,500 room nights
- WIAA Basketball Championships – Tacoma Dome: 5,000 room nights
- EXCEL State Gymnastics Championships – Greater Tacoma Convention Center: 4,000 room nights
- WIAA State Track & Field Championships – Mt. Tahoma High School: 4,800 room nights
- USATF Junior Olympics Track & Field Championships – Mt. Tahoma High School: 1,200 room nights

Additional Support for Sports

We continue to evolve our relationship with our cross-country running experts to expand our championships at Ft. Steilacoom Park. This discipline continues to grow and we hope to see more Regional and National opportunities land at this spectacular venue. We are also working to bring more cyclocross events after the huge success of the 2019 USA Cycling Cyclocross National Championships.

New for 2024/2025: In late 2023, Washington Interscholastic Activities Association (WIAA) put all scholastic sports championships out for open bid, and many competing cities from around the state had their eyes on securing events that had long been hosted in Tacoma and around Pierce County. With an aggressive proposal to keep those events in Pierce County, Tacoma-Pierce County Tourism Authority's bid was accepted in 2024, and as a result, the WIAA events you see listed among those events that will have an impact on Lakewood hotels will continue being hosted (and generating room nights) in Pierce County through 2028.

MEETINGS AND CONVENTIONS

Part of Tacoma-Pierce County Tourism Authority's mission is to draw meetings and conventions to Pierce County through a dedicated sales effort. When these meetings book in Pierce County, the attendees often plan pre- and post-meeting visits, when they become active leisure visitors, exploring Pierce County's cities, smaller communities, shoreline, and mountain.

For 2025, there are currently (as of July 19, 2024) 28,176 room nights in definite contracts, and we expect ~5,000-10,000 additional room nights booked in the year, for a conservative total of 34,000 for the year.

The main sales marketing activities that will directly support the Lakewood meetings and conventions market are:

- Lakewood content on CVENT, the #1 meeting planner online resource to research destinations and source leads.

- Attendance at six national trade shows, including SmartMeetings, Connect & CVENT Connect, and promotional packages where Lakewood images and information will be included in materials shown to meeting planners.
- An East Coast sales mission that includes hosted client events with association meeting planners and four quarterly virtual client events where Lakewood images and information will be included in the presentation.
- Booking larger events in neighboring communities, which create room nights in Lakewood by way of compression. Hoteliers in Lakewood can confirm the positive effects of these events are felt in their hotels.
- Offering sponsorships for first-time events booking our destination. This sponsorship is based on signing hotel agreements at any hotel in Pierce County. Tacoma-Pierce County Tourism Authority sales will provide all Lakewood hotels with collateral to assist in promoting this opportunity to valuable prospects.
- Attending smaller, more local trade organization events such as WSAE and SGMP. These organizations are comprised of a variety of planners who book events of all sizes, including smaller regional events that may be the right fit for Lakewood properties.

The sales and marketing activities are focused on recruiting opportunities for our highest demand generators in Lakewood and throughout Pierce County. Primary meeting/convention targets are the association, corporate, and specialty (social, military, education, religion, and fraternal) markets.

LEISURE TOURISM

Our Pierce County-wide marketing program centers around two specific categories that attract visitors from 50+ miles: **Itineraries** and **Events**. Both acknowledge that individual attractions and events have a high bar for getting visitors into a car or on a plane, but several combined attractions, or multiple events around the same time have a much easier time attracting drive-market visitation. We expect regional drive-market travel to continue to dominate travel to Pierce County in 2025.

Itinerary-Based Marketing Program

We use geolocation data to assess seasonal travel trends to Pierce County, then develop eight (8) themed itineraries throughout the year around the types of points of interest most visited in each season, and by whom. Many of those will have stops in Lakewood. We then market those itineraries to those who are most likely to convert, based on places they have visited in the past. For samples of 2023/2024 itineraries that drove visitors to Lakewood, see [Float Your Boat in Pierce County](#) and [Follow in the Footsteps of Greatness](#).

Spring 2025 Itinerary: Guided City Slicker Adventure (launching March 4, 2025)
Demand Generator: Expert-guided experience in the cities of Pierce County for maximized use of time

Summer 2025 Itinerary: Whole Family Playcation (launching May 12, 2025)
Demand Generator: A multigenerational experience to keep the family together and engaged.

Fall 2025 Itinerary: Dark Tourism (launching Sept. 8, 2025)
Demand Generator: Scary, macabre thrills and chills in Tacoma and surrounding communities

Winter 2025 Itinerary: Neighborhood Narratives (launching Nov. 3, 2025)
Demand Generator: Exploring the diversity and history of the various sides of an area that's rich in both.

Our program provides algorithm-based estimates on visitation, allowing us an efficient, cost-effective way to market and measure the results of that marketing.

Events-Based Marketing Program

The breadth of events in Pierce County during summer and the Holidays is a major tourism marketing asset.

While local festivals often have an attendance comprised mainly of residents, we will create an incentive for potential visitors to drive or fly from 50+ miles by combining several local events, festivals, performances, exhibitions, and shows into two seasonal calendars (one summer, one Holiday), aggressively marketing those calendars to those potential visitors, and using geolocation data to see if the marketing caused the visitors to come to the events and stay overnight.

We will continue to include, feature and promote Lakewood events such as:

- Lakewood Farmers Market
- Summer Nights at the Pavilion Concerts
- Fiesta de la Familia
- Lakewood SummerFEST
- Mayfest (Lakewold Gardens)
- Solstice Lights (Lakewold Gardens)

Partnership with Lakewood

The development of these itineraries and advertisements will include photography and videography of the points of interest, with Lakewood being among them. We will share the resulting video and photo rights with the city and our partners in Lakewood.

Please be aware that if unforeseen circumstances occur and campaigns cannot go forward due to government policies or restrictions, unused funds will be returned to Lakewood LTAC.

Destination Awareness

Outside of our specific sports, leisure marketing, and meeting and convention sales activities, we market and amplify the Lakewood and Pierce County destinations in several other visitor-facing ways:

- Website and Hotel Booking Engine: Our website (www.visitpiercecounty.com) contains a Lakewood landing page we've partnered with the City of Lakewood to develop. Visitors can also book Lakewood hotels on our site's integrated booking engine: BookDirect.
- Social Media: With 40k+ followers that consist mostly of past and future-potential visitors, we frequently share content from the City of Lakewood, Lakewood Chamber of Commerce, Lakewold Gardens, Lakewood hotels, and the events and attractions in the city throughout the year.
- Printed Publications: Tacoma-Pierce County Tourism Authority publishes online and hard copy visitor guides, each of which feature Lakewood throughout. |

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

| Tacoma-Pierce County Tourism Authority supports all proven tourism-facing businesses in Lakewood, which includes meeting venues, sporting venues, restaurants, hotels, attractions, and other small businesses.

Five sports events will take place in Lakewood in 2025, delivering approximately 2,275 room nights. While hotels, restaurants, and attractions throughout Lakewood will benefit from these tangentially, the venues that directly benefit will include:

- City of Lakewood
- Pierce College
- Fort Steilacoom Park
- Tacoma Country & Golf Club
- American Lake

Venues with meeting facilities in Lakewood are featured on our promotional meetings website and are regularly featured in a monthly newsletter to 6,000 engaged meeting planners.

- McGavick Conference Center
- Holiday Inn Express – Lakewood
- Lakewold Gardens
- Best Western Lakewood
- TownePlace Suites Tacoma/Lakewood

There are 122 Lakewood businesses listed on visitpiercecounty.com. The attractions that receive the most website referrals, indicating the most visitor interest, are:

- American Lake

- Fort Steilacoom Park
- Lakewood Gardens
- Oakbrook Golf Course
- Thornewood Castle Inn and Gardens

Hotels for which Tacoma-Pierce County Tourism Authority gathers and monitors visitation via geolocation data, and which are available for booking on Tacoma-Pierce County Tourism Authority's website:

- Best Western Lakewood
- Holiday Inn Express & Suites Tacoma South - Lakewood
- TownePlace Suites Tacoma/Lakewood
- Comfort Inn & Suites Lakewood by JBLM

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Combined, we project to deliver ~**125,000 room nights in Pierce County** in 2025:

- **34,000** room nights from **Meetings and Conventions**; Combined from Greater Tacoma Convention Center and other county-wide meeting space assets. This includes the work we do to win new meetings and conventions business to the county, as well as efforts to retain existing business in a post-pandemic atmosphere that is one of the most competitive in recent history.
- **45,405** room nights from **Sports Events**, with an estimated 46 such events throughout Pierce County in 2025. 45,405 room nights county-wide in 2025; 2,275 at events directly in Lakewood
 - **Five events hosted directly in the city of Lakewood with the potential to generate 2,275 room nights in Lakewood hotels**, in addition to six events held in nearby communities with **23,500 total room nights** that will impact Lakewood hotels.
- **44,739** room nights from **Leisure Tourism and Events Marketing** (non-sport/non-meetings) from targeted, trackable, seasonal itinerary campaigns and event-based tourism marketing campaigns.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

| All our activities are designed to specifically increase overnight visitation, and the use of Lakewood LTAC funds would be no different. Tacoma-Pierce County Tourism Authority promotes Lakewood venues and attractions as part of the Pierce County destination to three major markets that bring overnight visitors to Lakewood: amateur sports, meeting and conventions, and leisure travelers in identified markets. Combined, we project to deliver **~125,000 room nights in Pierce County** in 2025.

AMATEUR SPORTS

Through our work with sports event organizers and owners to help attract and grow their events, we expect to have 46 amateur sports events execute in 2025 throughout Pierce County. Five events will be hosted directly in Lakewood, and will potentially generate **2,275** room nights from athletes, officials, and spectators; and seven large events in the surrounding areas, generating an additional **23,500 room nights**, will have an impact on Lakewood hotels.

Details of these efforts are above, in section 2(d).

CONVENTIONS & MEETINGS

Through dedicated sales efforts that include working closely with meeting planners to attract their events to Pierce County. For 2025, there are currently (as of July 19, 2024) 28,176 room nights in definite contracts, and we expect ~5,000-10,000 additional room nights booked in the year, for a conservative total of 34,000 for the year.

Details of these efforts are above, in section 2(d).

LEISURE TOURISM

Our Pierce County-wide leisure-tourism marketing program centers around two specific categories that attract overnight visitors from 50+ miles: Itineraries and Events. Both acknowledge that individual attractions and events have a high bar for getting visitors into a car or on a plane, but several combined attractions, or multiple events around the same time period have a much easier time attracting drive-market visitation. We expect regional drive-market travel to continue to dominate travel throughout the country in 2025. We aggressively advertise these itineraries and events calendars, and are able to see their effectiveness – i.e. whether those people who interacted with our ads came to Pierce County and stayed in paid lodging – using geolocation technology and spending-based attribution.

Other parts of the leisure-tourism marketing program include destination awareness (earned media/PR, website, hotel booking engine, social media, printed publications) and visitor services.

Details of these efforts are above, in section 2(d). |

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

| Sporting events will bring participants and guests directly to Lakewood venues, many of whom are coming from 50 miles away or more. This is expected to deliver at least 2,275 room nights to Lakewood hotels, only counting events directly held in Lakewood, and not those room nights that will certainly result from compression from events in surrounding communities. Lakewood is sure to benefit from the compression impact of seven events that combine for 23,500 room nights in surrounding communities.

For meetings and conventions, our sales team targets meeting planners regionally and therefore tends to attract regional attendees, many of which are from outside of 50+ miles.

For leisure tourism, our itinerary- and events-based marketing programs, combined with the above-mentioned geolocation data system, allow us to specifically target those individuals from more than 50 miles away, and only report on those who actually arrive in (and stay overnight in) Pierce County from those distances. We will also target our earned-media (public relations) activities to publications outside this region. |

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

| Tacoma-Pierce County Tourism Authority continues to attract meetings and conventions across the country by attending regional and national tradeshows, marketing Pierce County as a destination for meetings and events in publications in the associations-heavy markets of the Midwest and conducting an East Coast sales event. The T-PCTA sales team has already secured business for the 2025 from Washington, Arizona, California, Colorado, Idaho, Illinois, Indiana, Minnesota, Nevada, New York, Oregon, South Carolina, Tennessee, and Texas. These events along with many others are anticipated to deliver more than 34,000 room nights to Pierce County in 2025.

For leisure tourism marketing, our main goal is to influence people to stay overnight in paid accommodations through our marketing and brand awareness efforts. Our geolocation-based and spending-based marketing programs are currently set to target those from at least 50 miles away and spanning nationwide, which of course consists of many out-of-state visitors. Of our ad audience consisting of potential visitors from 50+ miles, 59% are from out of state.

Approximately 48% of our website traffic comes from outside of Washington, and our geolocation data shows that of visitors from 50-plus miles away, 65% come from out of state, demonstrating that our target goes far beyond the local audience. We work to attract travel writers who publish in national travel magazines and newspapers. |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

| Our goal is to remain competitive as a destination that draws visitors, which means we must match or exceed marketing and sales efforts and corresponding budgets of other cities and locations. It is imperative that we become increasingly competitive with other like-sized destinations by having projects that are funded beyond one year so that the impact can be consistent, and the benefit longer-lasting. Partial funding will greatly inhibit our ability to generate as many room nights as we otherwise could, and to have the website and web traffic impact Lakewood metrics. Without full funding, we would lose the economies of scale that allow us to competitively target the leisure market during the shoulder season months to increase room nights.

A reduction in our budget would cause a loss of momentum in our marketing and sales efforts, and would reduce our exposure in the marketplace, specifically as it relates to being visible among decision-makers for our target markets such as sports, meetings and conventions, tour & travel, and leisure travelers.

Partial funding could result in a reduction in the implementation of key strategies and activities, such as sales and marketing initiatives, and could ultimately result in a loss of jobs for staff members depending on the level of reductions we incur. |

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

| As we are reconfiguring a running budget for 2025 and awaiting funding decisions from other partners, we are still finalizing our budget for 2025 at the line-item level. Funding is a moving target, as are the opportunities that will be actualized during the course of the year. It is important to note that Lakewood's LTAC is an ancillary supporting fund that is part of a seven-partner system.

Below is how we anticipate Lakewood's LTAC funds would be spent:

- \$60,000 P&A
- \$90,000 supporting the three main pillars of development: Sports, Leisure, Meetings & Conventions. This will go toward activities to attract or retain sports events that directly impact Lakewood and advertising that promotes Lakewood as part of the Pierce County destination.

Attached is our draft budget for 2025, and the IRS identification form. |

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Pierce County TPA	\$1,351,340	No	01/01/2025
Research	\$16,109	No	01/01/2025
Pierce County LTAC	\$1,750,250	No	01/01/2025
City of Tacoma	\$741,600	Yes	01/01/2025
City of Lakewood	\$150,000	No	01/01/2025
City of Puyallup	\$140,000	No	01/01/2025
City of Fife	\$50,000	No	01/01/2025

*Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	a. Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$30,000	\$1,180,000	1,210,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$30,000	\$506,114	\$536,114
Marketing/Promotion	\$90,000	\$2,370,635	\$2,460,635
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$150,000	\$4,056,749	\$4,206,749

Description for Direct Sales Activities, Contract Services, Travel and Others	
In-Kind Contributions	

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*

*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

The goal of all Tacoma-Pierce County Tourism Authority sales and marketing initiatives is to increase overnight visitation to Pierce County communities, including Lakewood. To this end, we have always worked closely with Lakewood hotel properties, the Lakewood Chamber of Commerce, and economic development and communication officials within the City of Lakewood. Lakewood is not only a key asset for Pierce County; it is also in Tacoma-Pierce County Tourism Authority's DNA.

As mentioned above, we use our well-followed social media and web channels, as well as email marketing to support visitor-facing events and attractions in Lakewood, such as the Lakewood Farmers Market and SummerFEST. We also partner with Lakewood mainstays like Lakewood Gardens, where we help promote their seasonal events and year-round gardens in the itineraries we develop and market.

Additionally, we have a strong track record of working with the City of Lakewood and other local partners to win, recruit, or develop high-impact events for Lakewood, and specifically for Fort Steilacoom Park. We created, developed, or assisted in developing the UCI International Cyclocross, USA Cyclocross National Championships, the Fort Steilacoom Invitational, and several other major sporting events and championships mentioned above.

Dean Burke, T-PCTA president and CEO, has served on the Lakewood Parks and Recreation Legacy Planning Committee, whose plan was adopted by the Lakewood City Council. We have worked directly to ensure tourism-facing goals were recognized and maintained as a priority, and we continue to support the city manager and the city economic development team throughout the year with consulting and support on various development projects.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

[]

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: _____



[[

Printed Name & Title of Chief Administrator/Authorizing Official

Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

**AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"**

As the person duly authorized to enter into such commitment for

_Tacoma Regional CVB (dba Tacoma-Pierce County Tourism Authority)_____

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.

Dean E. Burke

Signature

Dean Burke, President and CEO

Print Name and Title

08/07/2024

Date

Internal Revenue Service**Department of the Treasury****P. O. Box 2508
Cincinnati, OH 45201****Date:** June 7, 2002**Person to Contact:**Michelle Jones 31-07675
Customer Service Specialist**Toll Free Telephone Number:**

8:00 a.m. to 6:30 p.m. EST

877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

91-1465947

Tacoma-Pierce County Visitor &
Convention Bureau
PO Box 1754
Tacoma, WA 98401-1754

Dear Sir or Madam:

This is in response to your request for affirmation of your organization's exempt status.

In January 1991 we issued a determination letter that recognized your organization as exempt from federal income tax under section 501(c)(6) of the Internal Revenue Code. That letter is still in effect.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is also liable for tax under the Federal Unemployment Tax Act for each employee to whom it pays \$50 or more during a calendar quarter if, during the current or preceding calendar year, it had one or more employees at any time in each of 20 calendar weeks or it paid wages of \$1,500 or more in any calendar quarter.

If your organization's character, method of operation, or purposes change, please let us know so we can consider the effect of the change on the organization's exempt status. Also, your organization should inform us of all changes in its name or address.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

Because your organization is not an organization described in section 170(c) of the Code, donors may not deduct contributions made to your organization. You should advise your contributors to that effect.

-2-

Tacoma-Pierce County Visitor & Convention Bureau
91-1465947

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Internal Revenue Code. If your organization is subject to this tax, it must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your organization's activities are unrelated trade or business as defined in Code section 513.

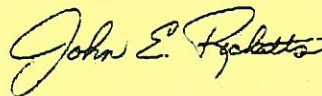
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

As this letter could help resolve any questions about your organization's exempt status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms the exempt status of your organization.

Sincerely,



John E. Ricketts, Director, TE/GE
Customer Account Services

TACOMA-PIERCE COUNTY TOURISM AUTHORITY

2025 SALES AND MARKETING PLAN

Tacoma Regional Convention and Visitor Bureau (dba Tacoma-Pierce County Tourism Authority) is the combined regional destination marketing organization (DMO), convention & visitors bureau, and sports commission for all of Pierce County. Our mission is to deliver tourism through the creation of measurable hotel room nights and economic impact (day visits, tax collections, spending at local businesses) county-wide by focusing on three pillars of business:

- Amateur Sports
- Leisure Tourism
- Meetings & Conventions

EXECUTIVE SUMMARY

This marketing plan outlines Tacoma-Pierce County Tourism Authority's strategy for marketing Pierce County as a destination, in order to maximize the region's competitiveness in the national and regional sports, meetings and conventions, and leisure tourism markets.

In everything we do, Tacoma-Pierce County Tourism Authority uses overnight stays as its primary metric of success. To that end, we have developed deep roots in the Pierce County hospitality community, working closely with lodging partners throughout the county in several capacities, including sales, marketing, and consulting. In 2025, **we project to deliver approximately 125,000 room nights in Pierce County.**

As it applies to the aforementioned pillars of business:

- Amateur Sports (45,405 room nights in 2025)
- Leisure Tourism (44,739 room nights in 2025)
- Meetings & Conventions (34,000 room nights in 2025)

CORE FUNCTIONS

Meeting & Convention Sales / Convention Center Sales

As an organization that writes contracts to host meetings, conventions, and special events at the Greater Tacoma Convention Center, and sporting events throughout Pierce County, Tacoma-Pierce County Tourism Authority regularly sends qualified leads from meeting planners to hotels throughout Pierce County. These leads result in tens of thousands of room-nights annually at local hotels. When responding to RFPs from meeting planners and sporting event organizers, Tacoma-Pierce County Tourism Authority partners with hotels to ensure we have the right rooms at the right price-points to secure that business. For larger hotels with meeting space that serve as their own venues, Tacoma-Pierce County Tourism Authority often refers business to them when there is a good fit for space needs and scheduling.

We proactively sell the Greater Tacoma Convention Center – as well as other event and hospitality spaces – as venues for meetings, conventions, and tradeshow to generate revenue for the venue itself, as well as room nights and increased economic impact throughout the community. We will achieve these goals by engaging meeting planners through advertising and marketing in trade publications, prospecting, tradeshow and conference participation, industry memberships, networking, site visits, hosted client events, community relationships, and sponsorships. We will partner with other destination marketing organizations where collaborations make sense and will increase return on investment.

Leisure Tourism and Event Marketing

From a leisure marketing perspective, Tacoma-Pierce County Tourism Authority offers exposure through our social media platforms and inclusion of Pierce County hotels, attractions, and points of interest in advertising programs targeting leisure travelers. Utilizing the latest geo-targeting technology, we offer our partners both unparalleled visitor data and the marketing opportunities to reach those visitors. We also work with local hotels to host qualified travel journalists, bloggers, and influencers, with the goal of generating media and social media coverage for the host property. Tacoma-Pierce County Tourism Authority's website (www.visitpiercecounty.com) receives more than a million visits annually, with most traffic arriving at business/hotel listings and events – both of which offer direct access to our hotel partners.

In addition, Tacoma-Pierce County Tourism Authority develops two annual publications: a visitor guide (called our Destination Dispatch) aimed at attracting leisure travelers to Pierce County, and a meeting planner guide geared toward helping meeting planners assess Pierce County's fitness and capacity to host their events. Lodging plays strongly into decisions by both leisure travelers, and meeting planners, so we feature hotel properties prominently in both these publications.

Sports

Market Tacoma and Pierce County as a destination for tourism-generating amateur and professional sporting events and lead the development of athletic programs and venues throughout the region.

We recruit and develop annual (and sustainable) events that will generate tens of thousands of valuable hotel room night stays and increase the local economic impact. Working hand in hand with event organizers and governing bodies, we consult on venue development, as well as contribute expertise as consultants in event operations.

Consulting Services

For hotel brands and developers considering entering or expanding within the Pierce County market, we offer consulting services to gauge potential demand from meetings and leisure business. We receive weekly and monthly reports on hotel and short-term rental performance in Pierce County and select competing markets from STR and KeyData, which we share with local lodging partners. And through our geolocation data service, we are able to provide geolocation data, analysis, and reporting to help cities and LTACs in Pierce County better measure the effects of local events and visitation.

Destination Development

Use research, decades of tourism expertise, and on-the-ground experience to help develop events, attractions, hotels, and unified brand positioning throughout the destination. Given the increasing importance of the tourism and hospitality sectors to the local economy, we will keep the community informed and engaged about the destination's tourism and hospitality industries' health and competitive position.

Familiarization Tours

Generate destination awareness and consideration among key decision makers, media, and influencers. While overnights are the metric by which tourism health is often gauged, each overnight begins with awareness of the destination. The best way to make top influencers and awareness gatekeepers connect with our destination on a deeper level is to have them experience it first-hand. That's why we bring travel media, social-media influencers, event producers, meeting planners and tour operators to Tacoma and Pierce County to touch, see, taste and experience all this destination has to offer.

Visitor Services

The job of a destination marketing organization doesn't stop once the visitor is in-market. We influence visitor spending and regional visitor distribution, and lengthen stays by providing visitors with recommendations, visitor guides, brochures, and maps of the region to help make the trip exciting and memorable for them, and lucrative to local businesses, organizations, and partners. We do this through our online portals, social channels, visitor services phone number, and in-person visitor service center (when available).

PART OF TOURISM ON LOCAL, STATE AND NATIONAL LEVELS

Tremendous benefit to Tacoma-Pierce County Tourism Authority and the staff comes from being actively involved members in national, regional, state and local tourism industry organizations. These partnerships help Tacoma-Pierce County Tourism Authority leverage valuable community resources and bring like-interests together for collaboration.

Destinations International

Provides an annual international tourism convention for a global perspective on the industry, ongoing access to resources and research, tailored conferences that focus on specific aspects of DMO departments.

DMA West

Provides annual conventions and industry guidelines and research for marketing organizations that represent the western half of the United States.

Washington State Destination Marketing Organizations Association (WSDMO)

An independent, non-profit trade association advocating tourism investment and promotion as economic development. The mission of the WSDMO is to enhance the awareness and influence of the tourism industry and to serve as the single unifying voice for all of Washington State's destination marketing organizations and tourism industry.

State of Washington Tourism

The official Destination Marketing Organization for the State of Washington, with the sole purpose of marketing Washington to tourists through advocating, promoting, developing, and sustaining destination tourism marketing.

Sports ETA

A non-profit trade association for the sports events and tourism industry in the United States, Sports ETA helps sports events and tourism professionals become more successful at bidding on and hosting sporting events. They do so through education and sharing knowledge of industry trends and best practices; advocacy and representation on national issues and initiatives related to the sports and tourism industry; providing information and trend analysis; and facilitating networking among sports and tourism professionals.

2025 GOALS AND ESTIMATES

- Amateur Sports (45,405 room nights in 2025)
- Leisure Tourism (44,739 room nights in 2025)
- Meetings & Conventions (34,000 room nights in 2025)

45,405 Room Nights from Sports Events

- Estimated 46 events throughout Pierce County, including the WIAA state sports tournaments that were won by Tacoma-Pierce County Tourism Authority and partners at open bid in 2024.
- Room nights are tracked by reporting on the number of room nights generated by registered attendees who live 50 miles outside of the county or more.

34,000 Room Nights from Meetings and Conventions

- Combined from Greater Tacoma Convention Center and other countywide meeting space assets.
- Room nights are measured by contracted room blocks with hotels.

44,739 Room Nights from Marketing; Travel, Leisure and Events (non-sport/non-meetings)

- Targeted, flexible, itinerary-based campaigns that focus on the tourism assets of various areas within Pierce County.
- A new, most-advanced-of-its-kind service Tacoma-Pierce County Tourism Authority onboarded in 2020 allows us to geo-fence areas of high tourism value, gain insight as to what kind of visitor enters those areas and where they are visiting from (local or visitor, down to a zip code level), how long the visitors stay, and where they stay. This provides invaluable, indisputable data to support the efficacy of our marketing and event activities.
- In addition to geolocation-based marketing and attribution measurement of room nights, we have onboarded a data partner that places ads by targeting individuals by credit card spending behaviors, and monitors spending to see if the ad target later swiped a credit card in Pierce County at a hotel or other paid lodging.

TARGET AUDIENCES

We reach these visitors directly, through our marketing and visitor services, and indirectly, through professionals in the event planning, tour operations, and travel writing fields.

Meetings and Conventions Target Audience

- Education Professional – Priorities: affordability, convenience, and safety.
- Government Professional – Priorities: per diem parameters, affordability, and negotiable terms & conditions
- Association Professional – Priorities: focused on overall experience, robust pre- and post-activities, affordability, flexibility and ample meeting space
- Social Planner – Personally invested; seeking high-value and convenience with unique experience; easy transportation and parking; expects very personalized service; retained through word of mouth and social media

Sports Audience

Tacoma-Pierce County Tourism Authority's goal is to recruit state, regional, and national-level event products into the Tacoma and Pierce County area. The target customers are national and regional governing bodies that seek a host city that is near a first-tier city or is itself a second- or third-tier city. Before bidding on an event, Tacoma-Pierce County Tourism Authority must consider the number of hotel room nights the event will produce. All event products our organization seeks to win are based on generating hotel room nights in Pierce County.

Leisure Tourism Audience

In 2025, Tacoma-Pierce County Tourism Authority will focus leisure marketing efforts on drive markets such as Portland, Seattle, Yakima, Tri-Cities and Spokane, as regional drive-travel is forecast to continue to dominate the travel landscape in 2025. These have also historically been shown to be the most likely to convert to an overnight stay through marketing efforts.

In addition to geographic markets, Tacoma-Pierce County Tourism Authority will use geolocation data that affords deep insight into visitation of areas of high tourism value, and determine what kind of visitor is attracted to those areas, where they are from (local or visitor, down to a zip code level), how long they stay, and where they stay. This data can also be used to market to the actual people who have visited various areas of Pierce County, as well as lookalike audiences.

PROGRAMS

CONVENTION AND MEETING SALES

These sales marketing activities are focused on recruiting events that are the best fit for Pierce County cities. Primary meeting/convention targets are the association, corporate, and speciality (social, military, education, religion, and fraternal) markets.

Additionally, we are working collaboratively with local South Sound tourism assets to identify opportunities to promote venues throughout Pierce County to the local and regional market more effectively and efficiently. This collaboration is aimed at collective and cohesive marketing strategies to attract more one-day and multi-day events to Pierce County from the surrounding Washington and Pacific Northwest region. Opportunities with South Sound partnerships, NW Events Show and South Sound Magazine are being explored to see what may flesh out as potential opportunities to showcase the destination and convert and recruit new business.

Key Sales Strategies

- Leverage destination and convention center awareness through the leading global event venue directory (CVENT) and web planning. The destination will brand itself through regional and state banner ads and the convention center will brand itself through Seattle/Tacoma preferred placement to drive opportunity from third party, independent and organization planners.
- Partnerships to increase destination awareness to leading trade associations, societies, and volunteer organizations through five elements: connections, tradeshow, advertising & marketing, sponsorship, and membership opportunities.
- Promote destination and convention center at industry events (in-person or virtual, as conditions allow), tradeshows and conferences to generate leads, and build contacts to increase opportunities to book business.
- Increase customer “touches” with local and destination sales calls, hosted client events, site inspections, familiarization tours, promotions, social media and interactive engagements to keep the destination and convention center at front-of-mind with planners.
- Engage in industry memberships to build rapport and develop strong relationships with planners and industry partners for referral opportunities, and build destination and convention center awareness.
- Participate in outbound industry sponsorships to increase awareness of destination and convention center, sales team, and dedication to meetings and events.

Corporate Partnerships + Industry Memberships and Sponsorship Events

Commitment to the tourism community, industry, and members creates a business network designed to increase sales effectiveness. Industry memberships increase knowledge of industry issues, best practices, relationships, prospecting, referrals, etc.

Marketing for Meetings and Events

Marketing efforts to attract meetings and events to a destination combine activities that pay off immediately and in the long term. With that in mind, the marketing budget is used to showcase our meetings-first assets and venues to meeting planners and decision-makers to increase sales and profitability.

Advertising campaigns (online and print) will continue to be informed by research. These campaigns are created to enhance ongoing lead generation and sales at industry associations, familiarization tours, client events, sales calls, tradeshows, conferences, site visits, etc. These investments directly support our scope of work and benchmarks.

Primary Sales Activities

- Updated content on CVENT representing Tacoma and the surrounding communities, the #1 meeting planner online resource to research destinations and source leads.
- Attendance at six national trade shows, including SmartMeetings, Connect & CVENT Connect, and promotional packages where images and information will be included in materials shown to meeting planners.
- An East Coast sales mission that includes hosted client events with association meeting planners and four quarterly virtual client events where destination images and information will be included in the presentation.

- Booking larger events in neighboring communities, which create room nights throughout Pierce County by way of compression. Pierce County hoteliers can confirm the positive effects of these events are felt in their hotels.
- Offering sponsorships for first-time events booking our destination. This sponsorship is based on signing hotel agreements at any hotel in Pierce County. Visit Tacoma Pierce County sales will provide all hotels with collateral to assist in promoting this opportunity to valuable prospects.
- Attending smaller, more local trade organization events such as WSAE and SGMP. These organizations are comprised of a variety of planners who book events of all sizes, including smaller regional events that may be the right fit for properties in communities outside Tacoma.

LEISURE MARKETING

Primary Leisure Marketing Activities

In 2025, Tacoma-Pierce County Tourism Authority will continue to use a mix of marketing tactics, including digital advertising, social media marketing, and public relations and media relations outreach to draw overnight visitors. The marketing channels will be almost exclusively digital, which combines the greatest flexibility and provides the greatest trackability of results.

Tacoma-Pierce County Tourism Authority's marketing team works to attract new and repeat visitors to Pierce County, and encourage repeat visits through data analytics, targeted advertising, public relations, social media marketing, and visitor services.

We primarily use a geolocation-based digital marketing service that allows us to attribute overnight stays from our advertising. In 2025, Tacoma-Pierce County Tourism Authority will conduct ten marketing campaigns: two itineraries per travel season, and two events calendars (one for summer, one for the Holiday season). Each campaign will be accompanied by social media, public relations, and videography efforts. The campaigns are currently drafted as the following:

Spring

PC LTAC: Horsepower Heritage: From Impalas to Llamas (launching March 4, 2025)

Demand Generator: Touchable, drivable, rideable history in Pierce County

TPA: Guided City Slicker Adventure (launching March 4, 2025)

Demand Generator: Expert-guided experience in the cities of Pierce County for maximized use of time

Summer

PC LTAC: Digital Detox (launching May 12, 2025)

Demand Generator: Unplugged relaxation without screens in the shadow of Mt. Rainier

TPA: Whole Family Playcation (launching May 12, 2025)

Demand Generator: A multigenerational experience to keep the family together and engaged.

Fall

PC LTAC: Guided Mountain Adventures (launching Sept. 8, 2025)

Demand Generator: Expert-led Mount Rainier experiences

TPA: Dark Tourism (launching Sept. 8, 2025)

Demand Generator: Scary, macabre thrills and chills in Tacoma and surrounding communities

Winter

PC LTAC: Snow Seeker (launching Nov. 3, 2025)

Demand Generator: Snow-filled adventure, scenic beauty, remote solitude

TPA: Neighborhood Narratives (launching Nov. 3, 2025)

Demand Generator: Exploring the diversity and history of the various sides of an area that's rich in both.

Summer Events Calendar

Demand Generator: 120+ events taking place in just 10 weeks during the summer.

Holiday Events Calendar

Demand Generator: With a calendar filled with holiday happenings, there's something unique to do each day of the holiday season.

Using the most advanced geolocation data available to ascertain the kind of visitor who comes to Pierce County, Tacoma-Pierce County Tourism Authority has the capability to gain insight – via anonymized, aggregated data – to where people visit and how long they stay once they are in Pierce County. This rich data gives us the ability to determine who is visiting, from where, and for how long, which allows us to measure our marketing activities in terms of actual people who were reached and who were then inspired to visit and stay overnight in Pierce County. Additionally, it is invaluable in future planning for marketing, event, and venue development, and even for city planning.

Please be aware that if unforeseen circumstances arise and campaigns cannot go forward, unused funds will be returned to our funding partners.

Destination Awareness: Travel Writers and Influencers

Destination/brand awareness efforts lean heavily on Pierce County's unique geographic platform to pitch and host travel writers on a two-to-three-day urban-agriculture-small town-mountain itinerary, which includes both the natural assets, and the communities that thrive here.

We will continue to seek marketing partnerships with outdoors- and culinary-focused regional blogs and influencers. We prioritize those who are open to using trackable channels for overnights, such as discount codes or trackable URLs that will allow us to report on room nights delivered.

We will continue to pitch stories on Tacoma-Pierce County Tourism Authority's major 2025 itinerary campaigns to travel and lifestyle media and distribute press releases related to those itineraries.

Visitor Services

Business and hotel referrals – Tacoma-Pierce County Tourism Authority uses its digital (website, social channels, etc.) and physical (self-serve visitor center and walk-in visitor information center) to reach visitors and entice those visitors through the doors of Pierce County businesses that make the most sense for them and their visit. We will continue to increase the number of these referrals by optimizing our content and website structure. As of 2023, there are more than 140,000 local business listing views on traveltacoma.com.

Newsletters

Tacoma-Pierce County Tourism Authority continues to use proper GDPR appropriate methods to grow its opt-in database of future visitors and meeting planners to inspire and motivate overnight stays. We have thousands of recipients who have self-identified as having a travel interest in Pierce County and have opted into our various email newsletters.

Social Media

Tacoma-Pierce County Tourism Authority will continue to grow social followings through content development and advertising. The focus is on Facebook and Instagram, and by working with local tourism-facing businesses and organizations (hotels, museums, restaurants, tour operators, etc.) who are already creating outstanding, compelling visual content on their own, we are able to showcase that content on our channels to target it toward potential visitors from outside the region.

We also use our social media channels to promote Pierce County special events, offerings, and new and updated attractions, exhibitions, and any other news that could potentially impact visitation.

In addition, Tacoma-Pierce County Tourism Authority is working to create more searchable content on important platforms like Pinterest and YouTube. Tacoma-Pierce County Tourism Authority also maintains a presence on Twitter and LinkedIn for a business audience.

Visitor Guides

We have transitioned production of the Tacoma-Pierce County Tourism Authority Visitor Guide in-house (renamed Destination Dispatch), and created an ad-free, visitor-first catalog. Designed to provide inspiration, rather than information, the purpose of the guide is to drive traffic from the printed and digital copies to Tacoma-Pierce County Tourism Authority's website, where more complete – and more updated – information is available.

Geolocation Data Partnership

The same geolocation tool Tacoma-Pierce County Tourism Authority uses for destination marketing has the potential to help cities and municipal LTACs in Pierce County better understand their own communities, visitation, and the impacts of local events better. These communities often do not have the resources to purchase such a service or dedicate time and specialized personnel to interpreting the data that it provides.

Recognizing the opportunity to help the cities and communities that have their own needs for reliable data on visitation, attendance, and movement of people, Tacoma-Pierce County Tourism Authority offers insights and analysis to its stakeholders and partner cities and their LTACs.

SPORTS

Key Strategies:

Event Development

Researches and develops bids for events that attract tourism and overnight hotel stays.

Develops relationships with NGBs that result in more events hosted in the region that impact Pierce County hotels and hospitality-related businesses.

Club Development

Increases host potential of sports clubs and organizations by working directly with club management to assist them in the development and/or expansion of their membership and programing.

Venue Development

Advocates, supports, and assists any municipality, district, enterprise fund, or private investors in the development of sports venues that increase the host potential of the region.

We are currently in steering/advisory roles for venue enhancement and new development for:

- Tacoma
- Pierce County Parks
- Puyallup
- Sumner
- DuPont
- Gig Harbor
- Lakewood
- Fife

Community Development

Implements strategic partnerships to enhance the host potential of our community.

Engages elected officials and government entities, as well as the media to leverage resources and educate on the value of sports tourism.

Event Services

Serves on Local Organizing Committees to fulfill all commitments made during the bidding process.

Enhances the visitor experience for competitors, attendees, fans, families, etc., with the end result being benefits to the tourism industry and the tax collections of the county.

STRUCTURE TO SUPPORT OUR TOP PRIORITIES

EXECUTIVE + ADMINISTRATIVE

- President + CEO
- Operations Manager

Strategic Administrative Partners:

- Contract: HR Services
- Contract: Finance and Billing
- Contract: IT Services

Priorities

- Financial and organizational stability; Board relations; community relations; partnership development; collaboration; alternative revenue generation

MARKETING

- Chief Marketing and Data Officer
- Marketing Content Manager

Strategic Marketing Partners

- Contract: Marketing content development support
- Contract: Website development, hosting, and maintenance
- Contract: Geolocation data services
- Contract: Geolocation marketing services
- Contract: Spending-based marketing services

Priorities

- Marketing to individual leisure travelers and events. This team serves as the production house for advertising and collateral for all markets.

SPORTS

- Director of Sports Development

Priorities

- Recruitment, development, and servicing of amateur sporting events

SALES AND SERVICING

- Director of Convention and Regional Sales and Services
- Senior Sales Manager
- Convention Center Sales Manager (2)

Priorities

- Generate economic impact through sales activities that provide a consistent return on investment for funders by delivering room nights and increasing spending throughout the Pierce County community.

		DRAFT BUDGET	Jan - Dec 25
Ordinary Income/Expense			
Income			
	5000 · TPA		\$1,351,340
	5100 · Research		\$16,109
	5200 · Pierce County LTAC		\$1,750,250
	5300 · City of Tacoma/GTCC		\$741,600
	5400 · City of Lakewood		\$150,000
	5500 · City of Puyallup		\$140,000
	5600 · City of Fife		\$50,000
Total Income			\$4,199,299
Expense			
	PERSONNEL		\$1,210,000
	ADMINISTRATION		\$536,114
	SALES & MARKETING		
		CONVENTIONS & MEETINGS	\$318,805
		TACOMA MARKETING SCOPES	\$87,995
		EVENT MARKETING	\$167,430
		LEISURE	\$1,281,950
		MARKETING PROGRAMS	\$277,455
		SPORTS EVENT DEVELOPMENT	\$93,000
		SPORTS EVENT MARKETING	\$234,000
	Total SALES & MARKETING		\$2,460,635
Total Expense			\$4,206,749

Tacoma Regional Convention & Visitor Bureau

Balance Sheet

As of June 30, 2024

Accrual Basis

	Jun 30, 24	Jun 30, 23	\$ Change
ASSETS			
Current Assets			
Checking/Savings			
1200 · HERITAGE BANK			
1210 · Heritage Bank Checking 1621	309,430.08	307,534.91	1,895.17
1230 · Heritage Bank MM 4685	300,683.93	233,810.20	66,873.73
Total 1200 · HERITAGE BANK	610,114.01	541,345.11	68,768.90
1400 · COMMENCEMENT BANK			
1410 · Non-Profit Money Market 2168	250,000.00	250,000.00	0.00
1420 · DDM Account 2168	1,164,561.67	1,008,433.44	156,128.23
Total 1400 · COMMENCEMENT BANK	1,414,561.67	1,258,433.44	156,128.23
Total Checking/Savings	2,024,675.68	1,799,778.55	224,897.13
Accounts Receivable			
1500 · Accounts Receivable	575,451.15	272,493.54	302,957.61
Total Accounts Receivable	575,451.15	272,493.54	302,957.61
Other Current Assets			
1575 · Employee Draw	0.00	41.95	-41.95
Total Other Current Assets	0.00	41.95	-41.95
Total Current Assets	2,600,126.83	2,072,314.04	527,812.79
Fixed Assets			
2000 · Leasehold Improvements	91,262.19	91,262.19	0.00
2100 · Furniture & Fixtures	29,689.00	29,689.00	0.00
2200 · Computer/Telecommunication	62,133.51	45,491.46	16,642.05
2500 · Accumulated Depreciation	-119,071.44	-109,396.09	-9,675.35
Total Fixed Assets	64,013.26	57,046.56	6,966.70
TOTAL ASSETS	2,664,140.09	2,129,360.60	534,779.49
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
3000 · Accounts Payable	0.00	413.20	-413.20
Total Accounts Payable	0.00	413.20	-413.20
Credit Cards			
3050 · Bank of America Credit Card	15,085.47	8,855.79	6,229.68
Total Credit Cards	15,085.47	8,855.79	6,229.68

Other Current Liabilities			
3100 · Payroll Liabilities	11,843.32	10,989.96	853.36
3200 · Accrued PTO Payable	38,785.57	34,987.71	3,797.86
3220 · Use Tax Payable	0.00	383.57	-383.57
3300 · Accrued Wages Payable	0.00	34,730.38	-34,730.38
Total Other Current Liabilities	<u>50,628.89</u>	<u>81,091.62</u>	<u>-30,462.73</u>
Total Current Liabilities	<u>65,714.36</u>	<u>90,360.61</u>	<u>-24,646.25</u>
Total Liabilities	65,714.36	90,360.61	-24,646.25
Equity			
4000 · Unrestricted Net Assets	2,235,681.47	1,854,014.46	381,667.01
4100 · Contra Acct for Undrprec Assets	64,013.26	57,046.56	6,966.70
Net Income	298,731.00	127,938.97	170,792.03
Total Equity	<u>2,598,425.73</u>	<u>2,038,999.99</u>	<u>559,425.74</u>
TOTAL LIABILITIES & EQUITY	<u>2,664,140.09</u>	<u>2,129,360.60</u>	<u>534,779.49</u>

**AMENDED AND RESTATED
ARTICLES OF INCORPORATION
OF**

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

I, THE UNDERSIGNED PERSON, acting as the incorporator of a corporation under the provision of the Washington Non-Profit Corporation Act (Revised Code of Washington 24.03) adopt the following Articles of Incorporation for such corporation.

ARTICLE I

Name

The name of the corporation ("Corporation") shall be Tacoma Regional Convention & Visitor Bureau.

ARTICLE II

Duration

The period of duration of the Corporation shall be perpetual.

ARTICLE III

Purpose

The purpose for which the Corporation is organized is:

1. To promote tourism in Pierce County, Washington.
2. To engage in any lawful activity which is necessary or incidental to the above state purposes and which is intended by the Corporation, directly or indirectly, to promote the interests of the Corporation.
3. To engage in any activity not contrary to the laws of the State of Washington and to exercise all of the powers, rights and privileges conferred by existing and future laws of the State of Washington upon a corporation formed under the Washington Non-Profit Corporation Act.

ARTICLE IV

Members

That the Corporation shall have no members.

ARTICLE V

Registered Agent

The address of the registered agent and office of the Corporation shall be Bennis Brown, 1119 Pacific Avenue, Suite 1400, Tacoma, WA 98402.

ARTICLE VII

Directors

The number of the directors of the Corporation and the manner in which such directors are to be elected shall be as set forth in the Corporation's bylaws. The board of directors consists of twenty-four (24) individuals. The names and addresses of the current directors are:

- (1) Monique Trudnowski
1119 Pacific Ave #1400
Tacoma, WA 98402
- (2) Dan O'Leary
1119 Pacific Ave #1400
Tacoma, WA 98402
- (3) Ralph Pease
1119 Pacific Ave #1400
Tacoma, WA 98402
- (4) Laurie Beck
1119 Pacific Ave #1400
Tacoma, WA 98402
- (5) Kim Bedier
1119 Pacific Ave #1400
Tacoma, WA 98402
- (6) Trudy Cofchin
1119 Pacific Ave #1400
Tacoma, WA 98402
- (7) Denise Dyer
1119 Pacific Ave #1400
Tacoma, WA 98402
- (8) Jeremy Foust
1119 Pacific Ave #1400
Tacoma, WA 98402

- (9) Kathy Franklin
1119 Pacific Ave #1400
Tacoma, WA 98402
- (10) Mike Gommi
1119 Pacific Ave #1400
Tacoma, WA 98402
- (11) Stan Kott
1119 Pacific Ave #1400
Tacoma, WA 98402
- (12) Evan Marques
1119 Pacific Ave #1400
Tacoma, WA 98402
- (13) Bill McDonald
1119 Pacific Ave #1400
Tacoma, WA 98402
- (14) Carmen Palmer
1119 Pacific Ave #1400
Tacoma, WA 98402
- (15) Laurel Potter
1119 Pacific Ave #1400
Tacoma, WA 98402
- (16) Joanne Selden
1119 Pacific Ave #1400
Tacoma, WA 98402
- (17) Skip Smith
1119 Pacific Ave #1400
Tacoma, WA 98402
- (18) Stephanie Walsh
1119 Pacific Ave #1400
Tacoma, WA 98402
- (19) Anna Sullivan
1119 Pacific Ave #1400
Tacoma, WA 98402
- (20) Kathy McGoldrick
1119 Pacific Ave #1400
Tacoma, WA 98402

- (21) Matt Allen
1119 Pacific Ave #1400
Tacoma, WA 98402
- (22) Shon Sylvia
1119 Pacific Ave #1400
Tacoma, WA 98402
- (23) Mark Horace
1119 Pacific Ave #1400
Tacoma, WA 98402

The term of the initial directors shall expire as set forth in the Corporation's bylaws.

ARTICLE VIII

Incorporator

The name and address of the incorporator of the Corporation is as follows:

Bennish Brown, President/CEO
1119 Pacific Avenue, Suite 1400
Tacoma, WA 98402

ARTICLE IX

Limitation of Liability for Directors

No director of the Corporation shall be personally liable to the Corporation for monetary damages for his or her conduct as a director, when such conduct takes place on or after the date this Article becomes effective, except for (i) acts or omissions that involve intentional misconduct or a knowing violation of law by the director, or (ii) conduct involving any transaction from which the director will personally receive a benefit in money, property, or services to which the director is not legally entitled. If, after this Article becomes effective, the Washington Non-profit Corporation Act is amended or superseded to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director of the Corporation shall be deemed eliminated or limited to the fullest extent permitted by the Washington Non-profit Corporation Act, as so amended or superseded. Any amendment to or repeal of this Article shall not adversely affect any right or protection of a director of the Corporation for or with respect to any acts or omissions of such director occurring prior to such amendment or repeal. This provision shall not eliminate or limit the liability of a director for any act or omission occurring prior to the date this Article becomes effective.

ARTICLE X

Indemnification

The Corporation shall indemnify to the fullest extent permitted by Washington law, as may amended or superseded, any person who has been made, or has threatened to be made, a party to any action, suit, or proceeding, whether civil, criminal, administrative, investigative, or otherwise (including an action, suit or proceeding by or in the right of the Corporation), by reason of the fact that the person is or was a director, officer or incorporator of the Corporation, or fiduciary within the meaning of the Employee Retirement Income Security Act of 1974 with respect to an employee benefit plan of the Corporation, if any, or serves or served at the request of the Corporation as a director, or as an officer, or as a fiduciary of an employee benefit plan, of another corporation, partnership, joint venture, trust or other enterprise. In addition, the Corporation shall pay for reimburse any expenses incurred by such persons who are parties to such proceedings, in advance of the final disposition of such proceedings, to the full extent permitted by Washington law, as amended or superseded.

ARTICLE XI

Dissolution

Upon the winding up and dissolution of the corporation, the assets of the Corporation shall be distributed pursuant to RCW 24.03.225 and in accordance with the following: any assets remaining after payment of, or provisions for payment of, all debts and liabilities of the corporation, shall be distributed to one or more domestic or foreign corporations, societies or organizations engaged in activities substantially similar to those of the Corporation, as selected by the directors.

ARTICLE XII

Effective Date

These Articles shall become effective upon filing.

DATED this 30th day of July 2014.



Bennish Brown, President/CEO

BYLAWS

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

TRAVEL
TACOMA
MT RAINIER
tourism & sports

1516 Commerce Street
Tacoma, Washington 98402

Amended January 1, 2020

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TACOMA REGIONAL CONVENTION & VISITOR BUREAU

BYLAWS

ARTICLE I

Name, Principal Office, and Area of Operation

Section 1. Name

The name of this corporation shall be the Tacoma Regional Convention & Visitor Bureau (herein referred to as "Corporation"), organized as a not-for-profit under the laws of the State of Washington.

Section 2. Principal Office

The principal offices for the Corporation shall be in the defined service area within the State of Washington, or in such other place as the Board of Directors may, from time to time, fix.

Section 3. Area of Operation

The area of operation will include the geographical area comprised by funding partners and any area designated by the Board of Directors.

ARTICLE II

Vision and Mission Statements

Vision: To be recognized and serve as the leading county-wide/regional Destination Marketing Organization.

Mission: To deliver tourism to and promote sports in Pierce County.

ARTICLE III

Board of Directors

Section 1. Purpose and Powers

The Board of Directors serve as the policy making body that governs the operations of the Corporation, which shall include, without limitation, overseeing its financial affairs and property; confirming the selection, appointment and removal of the Corporation's officers and directors; borrowing of money; making and issuing notes, bonds and other negotiable and transferable instruments, mortgages, deeds of trust and trust agreements, and doing every act and thing necessary to effectuate the same; making amendments or revisions to the Corporation's Bylaws; and, on an annual basis, selecting a competent auditor to make a detailed examination, and audit or review the books and accounts of the Corporation for the purpose of rendering a report in writing in respect thereto.

Section 2. Board Composition

The board shall have no less than eleven (11) voting members on the Board of Directors. The Board of Directors shall be composed as follows:

- (a) Each of the Corporation's public funding investors shall have the option to designate one person to serve as a voting member on the Board of Directors

- (b) The Board of Directors shall elect all remaining voting members, which may include individuals from the following industry sectors:
 - o Community development organizations
 - o Attractions
 - o Restaurants/Dining
 - o Transportation/Sightseeing
 - o Accommodations
 - o Arts & Culture
 - o Services
 - o Sports
 - o Professional Services
 - o Academia
- (c) The Board of Directors may designate individuals to serve on the Board of Directors as non-voting ex-officio members.

It is encouraged, but not required, that each voting member of the Board of Directors shall hold a senior executive position within their organization. The Corporation's President/Chief Executive Officer, ex-officio members of the Board of Directors, and the individuals comprising the sub-committees that are not otherwise voting members shall not be entitled to vote on matters coming before the Board of Directors. Each member of the Board of Directors shall be required to sign an annual commitment document concerning their responsibilities and the procedures and policies of the Board of Directors and the Corporation.

Section 3. Election and Term of Office

Elected members shall serve a consecutive three-year term at which time they may stand for re-election or review for re-appointment, to a maximum of three consecutive terms (nine total years), with the exception of those serving on the Executive Committee. Representatives of funding agencies serve one-year terms as deemed, which may be renewed indefinitely as determined by the funding agency. Board members may be elected by such process as the Board shall determine from time to time. Board members may be selected by a slate as a whole, or by individual positions, as the Board shall determine from time to time. Written ballots may be required to be returned within a fixed period of time (not less than 10 days or more than 30 days) in order to be counted. If a ballot process is used, whether or not ballots constituting a quorum of votes are returned, the slate (or persons, equal in number to the number of Board positions being filled, if voting is by individual member positions) receiving the greatest number of votes shall be elected. If more than one board position is to be filled, and voting is to be by individual position instead of slate of candidates, each Board member shall be entitled to cast one vote for each board position being filled and those persons, equal in number to the number of Board positions being filled, receiving the greatest number of votes shall be elected.

Section 4. Resignations

Any director may resign at any time by giving written notice to the Corporation. Such resignation shall take effect at the time specified therein. As applicable, the Chair of the Board can appoint a replacement director to serve the balance of the resigning director's term of office.

Section 5. Termination

Any director may be removed by a vote of the majority of the Board of Directors present at any meeting of the Board at which a quorum is present. In the event a director leaves their place of employment, or if a board member misses more than two consecutive Board meetings, or if more than half of the scheduled Board meetings are missed in a calendar year, the Executive Committee may remove the director from the board, or remove their voting status.

Section 6. Quorum

A simple majority of the voting members of the Board of Directors shall constitute a quorum.

Section 7. Manner of Acting

Except as otherwise provided in these Bylaws, the act of a majority of the Directors present at a meeting at which a quorum is present shall be the act of the Board of Directors.

Section 8. Rules of Procedures

The Corporation shall operate all meetings under Roberts Rules of Order (revised) to the extent not inconsistent with these Bylaws.

Section 9. Board Meetings

Regular meetings of the Board of Directors shall be held at least five (5) times per year at a date, time, and place fixed by the Board, unless otherwise determined by the Executive Committee.

Section 10. Special Board Meetings

Special meetings of the Board of Directors for any purpose or purposes may be called at any time by the Chair of the Board, or, if the Chair is absent, by the Chair-Elect, and may also be called by the President of the Corporation, or by written request of at least twenty-five percent (25%) of the Directors. Written notice of such a special meeting shall be given in the same manner as for regular meetings of the Board of Directors and shall specify, in addition to the place, date and time of such a meeting, the general nature of the business to be transacted thereat.

Section 11. Notice of Meetings

Regular and special meetings shall be preceded by at least five days' notice of the time, date, and location of said meeting. Any notice of a meeting required to be given or which may be given to a director shall be sent by email to the current email provided by the director or be personally served, if email notice and personal service are not available notice maybe mailed by United States Mail, postage prepaid, properly addressed to the last known address of such director and if mailed, shall be deemed to be given and received three (3) days following the date mailing. Any director may waive notice of any meeting, so long as said waiver is in writing, signed by the director entitled to notice and delivered to the Corporation for inclusion in the minutes of the Corporation. Notwithstanding the foregoing, attendance of a director at a meeting shall constitute a waiver of notice of such meeting, except where the director attends a meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened and where said director does not thereafter vote for or assent to any action taken at the said meeting. Neither the business to be transacted at, nor the purpose of, any regular or special meeting of the Board of Directors need be specified in the notice or waiver of notice of such meeting.

Section 12. "Special Circumstances" Consent and Waiver of Notice

The transaction of Board Meetings shall be upon proper notice as specified in Section 11. However, this provision provides for waiver of notice or ratification of actions taken without strict compliance with the notice provisions of Section 11. For the Board to invoke the provisions of this Section, the Board shall make a determination that a "special circumstance" has occurred justifying deviation from the notice provisions of Section 11. The factual basis for the determination that "special circumstances" exist shall be stated in any written waiver of notice, consent to holding such meeting, or minutes thereof.

Further, for the adoption of a waiver or consent by operation of the approval of the minutes thereof to be effective, the inclusion of "Special Circumstances" agenda items shall be separately listed on the

meeting agenda and advance notice of the inclusion of "Special Circumstance" agenda items setting forth the action(s) taken and the factual basis for the determination that "special circumstances" exist shall be stated in a notice provided in accordance with Section 11.

Upon proper determination of "Special Circumstances", as provided for herein, any transaction of the Board of Directors at any meeting thereof, regardless of how or whether call was made or notice given, shall be as valid as though transacted at a meeting duly held after regular call and notice, if a quorum be present, and if, either before or after the meeting, each of the directors entitled to vote and not present in person sign a written waiver of notice, or consent to the holding of such meeting, or an approval of the minutes thereof. All such waivers, consents or approvals shall be filed with the Secretary of this Corporation and made a part of the records of the meeting.

Whenever any notice whatsoever is required to be given under the provisions of these Bylaws, a waiver thereof in writing signed by the person or persons entitled to such notice, whether before or after the time stated therein, shall be deemed equivalent to the actual giving of such notice.

Any action, which under provision of these Bylaws might be taken at a meeting of the directors, may be taken without a meeting if a record or memorandum thereof be made in writing and signed by all of the directors who would be entitled to vote at a meeting for such purpose and such record or memorandum be filed with the Secretary and made a part of the Corporate records.

A director who is present at a meeting at which action on any corporate matter is taken shall be presumed to have assented to the action taken unless his dissent shall be entered in the minutes of the meeting or unless he shall file his written dissent to such action with the person acting as Secretary before the adjournment of the meeting or shall forward such dissent by registered mail to the Secretary postmarked no later than the first business day following the date of the meeting at which the action was taken.

Section 13. Conference Telephone Calls

Directors may participate in a meeting of the Board of Directors by means of a conference telephone or similar communications equipment by means of which all persons participating in the meeting can hear each other at the same time, and participation by such means shall constitute presence in person at a meeting.

Section 14. Compensation

The Board of Directors shall not receive compensation from the Corporation for their services to the Corporation. The Board of Directors may be reimbursed for expenses incurred while executing board business. Expenses in excess of one hundred dollars (\$100.00) must be approved by a majority of the Executive Committee.

Section 15. Applicability to Executive Committee

The provisions of Section 6, 7, 12, and 13 of this Article shall apply to the Executive Committee.

ARTICLE IV

Officers

Section 1. Officers

The officers of the Corporation shall consist of a Chair, Chair-Elect, Secretary, Treasurer, Immediate Past Chair, and President/Chief Executive Officer and such other officers as deemed necessary by the Board of Directors.

Section 2. Terms of Office

Except for the President/Chief Executive Officer, each officer shall serve two-year terms in each position, or up to two years as Chair, Chair-Elect or Past Chair if his or her successor is unable to assume their position after one year of service. No officer in succession shall serve more than eight consecutive years on the Executive Committee. Recommended succession of offices shall be 1) Chair-Elect, 2) Chair, 3) Past Chair. The Secretary and Treasurer positions are exempt from succession and officer term limits. Exceptions may be granted by a 2/3 vote of the Board.

Section 3. Vacancy

A vacancy in any office shall be filled by a vote of the majority of the Board of Directors present at any meeting of the Board at which a quorum is present. The newly elected officer shall hold such office for the unexpired term of his or her predecessor, or until otherwise removed.

Section 4. Removal or Resignation

Any officer may be removed by a vote of a majority of the Board of Directors present at any meeting of the Board at which a quorum is present. Any such removal shall be made after notice to the officer of such removal, with right of such officer to request in writing and obtain a hearing before the Board of Directors. Any officer may resign at any time by giving written notice to the President of the Corporation.

Section 5. Election of Officers

Officers may be elected by such process as the Board shall determine from time to time. Officers shall be selected by a slate as a whole. Written ballots may be required to be returned within a fixed period of time (not less than 10 days or more than 30 days) in order to be counted. If a ballot process is used, whether or not ballots constituting a quorum of votes are returned, the slate receiving the greatest number of votes shall be elected. Officers shall assume their positions on January 1, following the most recent elections.

ARTICLE V **Duties of the Officers**

Section 1. Chair

The Chair serves as the chief elected officer of the Corporation and shall preside over all meetings of the Board of Directors and Executive Committee. The Chair shall oversee the management of the business affairs of the Corporation subject to the orders, instructions and approval of the Board of Directors or the Executive Committee. The Chairperson shall appoint all committees and/or special committees and shall serve as an ex-officio member of all such committees. The Chair shall perform all duties specified for the Chair; all duties incident to the office of the Chair, and such other duties as may be prescribed by the Board of Directors from time to time, consistent with these Bylaws.

Section 2. Chair-elect

In the absence of the Chair, or in the event of the Chair's inability to act, the Chair-Elect shall assume the duties and powers of the Chair. The Chair-Elect shall perform such additional duties as shall be assigned by the Board of Directors, Executive Committee or the Chair. The Chair-Elect shall be an ex-officio member of all committees.

Section 3. Treasurer

The Treasurer shall oversee the financial integrity and stability of the Corporation by insuring proper internal control structures and procedures are in place, and shall oversee that timely financial reports are provided to the Board of Directors and the Executive Committee. The Treasurer shall serve on such

committees as appointed by the Chair; and shall perform such other duties as assigned by the Board of Directors, Executive Committee or Chair.

Section 4. Secretary

The Secretary shall oversee the proper recording of all votes and the minutes of the meetings of the Board of Directors and Executive Committee. The Secretary shall oversee the notification of meetings and shall perform such other duties as may be assigned by the Chair. In the absence of the Chair and Chair-Elect, the Secretary shall perform the duties of Chair.

Section 5. Immediate Past Chair

The Immediate Past Chair shall serve as a member of the Executive Committee and Board of Directors; and shall perform such duties as may be assigned by the Chair.

Section 6. President/Chief Executive Officer

The President shall be the Chief Executive and Operating Officer of the Corporation and shall be responsible for and have supervision and control over the day-to-day management and affairs of the Corporation; shall sign and execute all instruments in the name of the Corporation as are necessary or desirable in the normal course of business; may sign with such other officers as designated by the Board of Directors deeds, mortgages, bonds, contracts or other instruments which the Board of Directors has authorized to be executed; and shall perform such other duties as may be incident to the position of President/Chief Executive and Operating Officer or as may be assigned by the Chair or the Board of Directors. The President shall also serve ex-officio on all Corporation committees. The President shall be selected by the Board of Directors and will work under the oversight of the Executive Committee and the Board of Directors.

ARTICLE VI Committees

Section 1. General

The Chair, with the approval of the Executive Committee, shall appoint such administrative and project committees or task forces as may be deemed necessary from time to time to fulfill the purposes of the Corporation. All committees and task forces shall report to and operate under the authority and power delegated by the Board of Directors and these Bylaws. Such committees or task forces will be constituted for a one year period or until the specific project assigned to that committee or task force has been completed. Minutes of all committee or task force meetings shall be maintained, mailed to all committee members, and submitted to the Corporation offices. All committees or task forces shall have an appointed Board member as committee chair and a staff representative.

Section 2. Standing Committees

There shall be two (2) Standing Committees which shall be the Executive Committee and the Nominating Committee:

- (a) The Executive Committee shall be composed of the Corporation's officers: Chair, Chair-Elect, Secretary, Treasurer, Immediate Past Chair, President/Chief Executive Officer (nonvoting), and such others as may be deemed appropriate and appointed by a majority of the Executive Committee. The Executive Committee shall have and exercise the authority of the Board of Directors in the management of the Corporation, subject to the general direction and control of the Board of Directors, except in reference to (A) amending, altering or repealing the Bylaws; (B) amending the Articles of Incorporation; (C) adopting a plan of merger or adopting a plan of consolidation with another corporation; (D) authorizing the sale, lease, exchange or mortgage of all the property and

assets of the Corporation in excess of \$250.00 residual value; (E) authorizing the voluntary dissolution of the Corporation or revoking proceedings therefore; (F) adopting a plan for the distribution of the assets of the Corporation; or (G) amending, altering or repealing a resolution of the Board of Directors which may by its terms provide that it shall not be amended, altered, or repealed by the Executive Committee; (H) providing final approval for the organization's annual budget; and (I) authorizing the Executive Director to incur a liability on behalf of the Corporation in excess of \$100,000.00.

As needed, the Executive Committee will implement a selection or termination process for the President/Chief Executive Officer and shall conduct an annual (or at such intervals as deemed appropriate by the Executive committee) performance evaluation of the President/Chief Executive Officer. The Executive Committee will review and set the compensation of the President/Chief Executive Officer. Members of the Executive Committee shall serve terms as specified for officers in these Bylaws.

A majority of the members of the Executive Committee shall constitute a quorum for the actions of the Executive Committee and a majority vote of said quorum shall be sufficient for the transaction of business. The Executive Committee shall provide a written or oral report of its activities since the last meeting of the Board of Directors to the Board of Directors.

- (b) The Nomination Committee shall be appointed and chaired by a member of the Executive Committee and composed of up to five (5) members of the Board. The Nominating Committee shall gather to consider, review and submit names for director positions on the Board of Directors and for officer positions.

ARTICLE VII

Financial Reports

Section 1. Fiscal Year

The fiscal year of the Corporation shall commence on the first day of January of each year and end on the thirty-first day of December.

Section 2. Budget

Prior to the expiration of each fiscal year, the Board of Directors shall review and approve an annual budget for the next fiscal year.

Section 3. Audit

The Corporation shall provide for an annual audit or review as specified by the Executive Committee to be made by an independent certified public accountant, in accordance with generally accepted accounting principles.

Section 4. Miscellaneous

The books of the Corporation may be inspected for specific and proper purposes by persons determined by the Board of Directors to be entitled thereto to such reasonable times and places as the Board of Directors may determine, upon application by the persons desiring inspection thereof. Any member of the Board of Directors shall be entitled to inspect the books of the Corporation during regular business hours.

ARTICLE VIII
Amendments

Section 1. Power to Amend

The power to alter, amend or repeal the Bylaws or adopt new Bylaws shall be vested in the Board of Directors of the Corporation, whether such action is taken at the regular or special meeting for which written notice of the purpose shall be given. The Bylaws may contain any provisions for the regulation and management of the affairs of the Corporation not inconsistent with law or Articles of Incorporation.

Section 2. Process

Amendments to the Bylaws may be proposed by any Director. The proposed amendment shall be submitted in writing to each Director at least twenty-eight (28) days prior to the meeting at which the proposed amendment is to be considered.

Section 3. Effective Date

The Bylaws shall become effective upon approval of the Board of Directors, unless the terms of the amendment provide otherwise.

Section 4. Location

The Corporation shall keep in its principal office for the transaction of business the original or a copy of these Bylaws, as amended or otherwise altered to date, certified by the Secretary, which shall be open to inspection by the members of the Board of Directors at all reasonable times during office hours.

ARTICLE IX
Indemnification, Bonds, and Insurance

Section 1. Bonding

The President and such other officers and staff as the Board may designate shall be insured for liability in an amount set by the Board and paid by the Corporation.

Section 2. Indemnification

Section 2.1. Indemnification Definitions

For purposes of the indemnification provisions of these Bylaws, the following definitions shall apply:

- (1) "Corporation" includes any domestic or foreign predecessor entity of this corporation in a merger or other transaction in which the predecessor's existence ceased upon consummation of the transaction.
- (2) "Director" means an individual who is or was a director of this Corporation or an individual who, while a director of this Corporation, is or was serving at the Corporation's request as a director, officer, partner, trustee, employee or agent of another foreign or domestic Corporation, partnership, joint venture, trust, employee benefit plan or other enterprise. A director is considered to be serving an employee benefit plan at the Corporation's request if the director's duties to the Corporation also impose duties on, or otherwise involve services by, the director to the plan or to participants in or beneficiaries of the plan. "Director" includes, unless the context requires otherwise, the estate or personal representative of a director and the marital community of the Director to the extent liability is asserted against the marital community for acts taken as a Director.

- (3) "Expenses" include counsel fees, attorney fees, paralegal fees, legal assistant fees, expert witness fees, costs of litigation; copy charges, exhibits and such other approved expenses as may be incurred in handling a claim asserted by reason of actions taken in good faith on behalf of the Corporation.
- (4) "Liability" means the obligation to pay a judgment, settlement, penalty, fine, including an excise tax assessed with respect to an employee benefit plan, or reasonable expenses incurred with respect to a proceeding.
- (5) "Official capacity" means: (a) when used with respect to a Director, the office of Director in this Corporation; and (b) when used with respect to an individual other than a Director, the office in this Corporation held by the officer or the employment or agency relationship undertaken by the employee or agent on behalf of this Corporation. "Official capacity" does not include service for any other foreign or domestic Corporation or any partnership, joint venture, trust, employee benefit plan or other enterprise.
- (6) "Party" includes an individual who was, is, or is threatened to be made a name defendant or respondent in a proceeding.
- (7) "Proceeding" means any threatened, pending, or completed action, suit, or proceeding, whether civil, criminal, administrative, or investigative and whether formal or informal.

Section 2.2. Authority to Indemnify

- (1) In accordance with this Article, the Corporation shall indemnify an individual made a party to a proceeding because the individual is or was a Director against liability incurred in the proceeding if:
 - (a) the individual acted in good faith; and
 - (b) the individual reasonably believed: (1) in the case of conduct in the individual's official capacity with the Corporation, that the individual's conduct was in the Corporation's best interests; and (2) in all other cases, that the individual's conduct was at least not opposed to the Corporation's best interests; and
 - (c) in the case of any criminal proceeding, the individual had a reasonable cause to believe the individual's conduct was lawful.
- (2) A Director's conduct with respect to an employee benefit plan for a purpose the Director reasonably believed to be in the interest of the participants in and beneficiaries of the plan is conduct that satisfies the requirements of subsection (1)(b)(2) of this section.
- (3) The termination of a proceeding by judgment, order, settlement, conviction or upon a plea of nolo contendere or its equivalent is not, of itself, determinative that the Director did not meet standard of conduct described that the Director did not meet the standard of conduct described in this section.
- (4) The Corporation may not indemnify a Director under this section: (a) in connection with a proceeding by or in the right of the Corporation in which the Director was adjudged liable to the Corporation; or (b) in connection with any other proceeding charging improper personal benefit to the Director, whether or not involving action in the Director's official capacity, in which the Director was adjudged liable on the basis that personal benefit was improperly received by the Director.

- (5) Indemnification permitted under this section in connection with a proceeding by or in the right of the Corporation is limited to reasonable expenses incurred in connection with the proceeding.

Section 2.3. Advance for Expenses

- (1) This Corporation shall pay for or reimburse the reasonable expenses incurred by a Director who is a party to a proceeding in advance of final disposition of the proceeding if: (a) the Director furnishes this Corporation a written affirmation of the Director's good faith belief that the Director has met the standard of conduct described in Section 2.1(1); and (b), the Director furnishes the Corporation a written undertaking, executed personally or on the Director's behalf, to repay the advance if it is ultimately determined that the Director did not meet the standard of conduct.
- (2) The undertaking required by subsection (1) (b) of this section must be an unlimited general obligation of the Director but need not be secured and may be accepted without reference to financial ability to make repayment.

Section 2.4. Court-Ordered Indemnification

A Director of this Corporation who is a party to a proceeding may apply for indemnification or advance of expenses to the court conducting the proceeding or to another court of competent jurisdiction. On receipt of an application, the court after giving any notice considers necessary may order indemnification or advance of expenses if it determines:

- (1) The Director is entitled to mandatory indemnification under RCW 23B.08520 (which for the purpose of these Bylaws, shall apply to this Corporation), in which case the court shall also order the Corporation to pay the Director's reasonable expenses incurred to obtain court-ordered indemnification;
- (2) the Director is fairly and reasonably entitled to indemnification in view of all the relevant circumstances, whether or not the Director met the standards of conduct set forth in Section 2.2 or was adjudged liable as described in Section 2.2(4) but if the Director was adjudged so liable the Director's indemnification is limited to reasonable expenses incurred; or
- (3) In case of an advance of expenses, the Director is entitled pursuant to the Articles of Incorporation, Bylaws, or any applicable resolution or contract, to payment or reimbursement of the Director's reasonable expenses incurred as a party to the proceeding in advance of final disposition of the proceeding.

Section 2.5. Determination and Authorization of Indemnification

- (1) This Corporation may not indemnify a Director under Section 2.2 unless authorized in the specific case after a determination has been made that indemnification of the Director is permissible in the circumstances because the Director has met the standard of conduct set forth in Section 2.2.
- (2) The determination shall be made:
 - (a) By the Board of Directors by majority vote of a quorum consisting of the Board of Directors not at the time, parties to the proceeding;
 - (b) If a quorum cannot be obtained under (a) of this subsection, by majority vote of a committee duly designated by the Board of Directors, in which designation Board of

Directors who are parties may participate, consisting solely of two or more Board of Directors not at the time parties to the proceeding; or

(c) By special legal counsel: (1) selected by the Board of Directors or its committee in the manner prescribed in (a) or (b) of this subsection; or (2) of a quorum of the Board of Directors cannot be obtained under (a) of this subsection and a committee cannot be designated under (b) of this subsection, selected by majority vote of the full Board of Directors, who are parties may participate.

- (3) Authorization of indemnification and evaluation as to reasonableness of expenses shall be made in the same manner as the determination that indemnification is permissible, except that if the determination is made by special legal counsel, authorization of indemnification and evaluation as to reasonableness of expenses shall be made by those entitled under subsection (2) (c) of this section to select counsel.
- (4) Notice, cooperation with counsel and defense of action. A condition precedent to indemnification and expense reimbursement specified in this Article is immediate written notice to the President and the Chair when the Director knew or reasonable should have known of any proceeding or facts likely to give rise to a proceeding: and the Director's reasonable, lawful cooperation and assistance to the Corporation, its attorneys and its agents in the investigation or defense of any proceeding. The failure to provide notice and/or the refusal to lawfully cooperate in the investigation or defense of any proceeding shall be grounds to deny indemnification or expense reimbursement or discontinue such indemnification or expense reimbursement. When expense reimbursement has been authorized, the Corporation shall have the right to select counsel or approve the Director's retained counsel, provided that such approval shall not be unreasonably withheld. Determinations regarding satisfaction of the condition precedents specified in this subsection shall be addressed as specified in Sections 2.4 and 2.5.

Section 2.6. Board Authorized Indemnification and Advancement of Expenses

- (1) This Corporation shall have power to indemnify or agree to indemnify a Director made a party to a proceeding, or obligate itself to advance or reimburse expenses incurred in a proceeding, without regard to the limitations in Section 2.2 through Section 2.5, provided that no such indemnity shall indemnify any Director from or on account of: (a) acts or omissions of the Director finally adjudged to be intentional misconduct or a knowing violation of law; (b) conduct of the Director finally adjudged to be in violation of RCW23B.098.310 to the extent it applies to this Corporation; or (c) any transaction with respect to which it was finally adjudged that such Director personally received a benefit in money, property, or services to which the Director was not legally entitled. With regard to a finding that the acts or omissions of the Director are finally adjudged to be intentional misconduct or a knowing violation of law, the Corporation is not bound by another tribunal's determination on that issue. However, such a determination of another tribunal is one factor to be considered in accordance with Section 2.5.
- (2) Any determination as to any indemnity or advance of expenses under subsection (1) of this Section shall be made in accordance with Section 2.5.

Section 2.7. Indemnification of Officers, Employees and Agents

Unless the Corporation's articles of incorporation provide otherwise:

- (1) An officer of the Corporation who is not a Director and who was wholly successful, on the merits or otherwise, in the defense of any proceeding to which the officer was a party because of being an officer of the Corporation shall be indemnified by the Corporation against reasonable expenses incurred by the officer in connection with the proceeding and is entitled to apply for court-ordered indemnification pursuant to Section 2.4, to the same extent as a Director;
- (2) This Corporation shall indemnify and advance expenses under Section 2.2 through Sections 2.6 to an officer, employee, or agent of the Corporation who is not a Director to the same extent as to a Director; and
- (3) This Corporation shall also indemnify and advance expenses to an officer, employee, or agent who is not a Director to the extent, consistent with law, that may be provided by in these Bylaws, in general or specific action of its Board of Directors, or by contract.

Section 2.8. Insurance

The Corporation may purchase and maintain insurance, in an amount as shall be determined by the Board of Directors from time to time, on behalf of an individual who is or was a Director, officer, employee or agent of the Corporation, or who, while a Director, officer, employee or agent of the Corporation, is or was serving at the request of the Corporation as a Director, officer, partner, trustee, employee, or agent of another foreign or domestic Corporation, partnership, joint venture, trust, employee benefit plan, or other enterprise, against liability asserted against or incurred by the individual in that capacity or arising from the individual's status as a Director, officer, employee, or agent, whether or not the Corporation would have power to indemnify the individual against the same liability under these Bylaws or pursuant to law.

Section 2.9. Witness

These Bylaws do not limit the Corporation's power to pay or reimburse expenses incurred by a Director in connection with a Director's appearance as a witness in a proceeding at a time when the Director has not been made a named defendant or respondent to the proceeding.

Section 2.10. Non-exclusivity

The right to indemnification under these Bylaws shall not be exclusive of any other right which any person may have or hereafter acquire.

[Signatures on next page.]

Dated this 1st day of January 2020



Chair



Chair-Elect

Certified to be true and correct Bylaws adopted by the Tacoma Regional Convention & Visitor Corporation this 1st day of January 2020, in accordance with the Articles of Incorporation and Bylaws of the Corporation.



Secretary



To: All Lodging Tax and TPA Funding Committees

From: Evan Marques, Chair, Board of Directors

Re: Designation of Authorized Official

Date: March 27, 2019

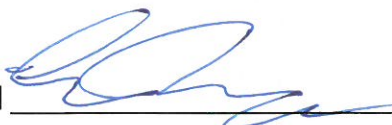
This is to confirm that the President/CEO of Tacoma Regional Convention + Visitor Bureau [doing business as Travel Tacoma + Pierce County] is authorized by the organization's Board of Directors to contractually bind the agency if funding is awarded.

The authorized individual is:

Dean Burke
President/CEO
1516 Commerce Street
Tacoma, WA 98402

(253) 284-3250
dean@traveltacoma.com

Thank you for your continued support of tourism in Pierce County, and your support of the Tacoma Regional Convention & Visitor Bureau.

Signed  _____ Date 3/19/19 _____

Board Roster: Tacoma-Pierce County Tourism Authority

		2024	2025	Company
Nigel English	Board Chair	X		Commencement Bank
Jeff Woodworth	At Large	X		Woodworth Capital
Becky Newton	Secretary	X		City of Lakewood
Tom Pavlik	Treasurer	X		Hotel Murano
Zac Keener		X		Kemper Sports
Carmen Palmer	Council	X	X	City of Sumner
Mike Gommi	Council	X	X	Pierce County Economic Development
Alan Varsik	Council	X	X	Metro Parks Tacoma
Adam Cook	Council	X	X	Tacoma Venues & Events
Ted Danek	Council	X		Ace Hardware
Roshaun Yates	Council	X		Lifestyle Valet
Hunter George	Council	X		Metro Parks Tacoma
Meredith Neal	Council	X		City of Puyallup

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: | Marketing & Events at Lakewold Gardens |

Amount of Lodging Tax Funding Requested: \$ 200,000 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 200,000 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: | Lakewold Gardens |

Mailing Address: | Lakewold Gardens |
| PO Box 39780 |
| Lakewood, WA 98496 |

Tax ID Number: | 94-3041320 |

Organization Unified Business Identifier (UBI) | 601-199-986 |
UBI Expiration Date: | 12/31/2024 |

Type of Organization: | non-profit |
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: | Justin Henderson |

Title: | Executive Director |

Telephone: | 253-584-4106 |

Email: | jhenderson@lakewoldgardens.org |

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): 01/01/2025 – 12/31/2025
- b. Event Location: Lakewold Gardens, 12317 Gravelly Lake Dr SW, Lakewood, WA 98499
- c. If there is a charge or fee for this activity, please describe how much and why.

Admissions fees help cover the costs of providing programs and activities and offset the financial impact.

General admission prices are as follows:

Adults: \$12

Student, Senior & Military: \$10

Youth ages 6 – 17: \$8

Children 5 and under: free

Ticket prices for Music From Home concerts:

Adults: \$35

Student, Senior, & Military: \$28

Youth ages 6 – 17: \$17.50

Children 5 and under: free

Ticket prices for MayFest and FairyFest:

Adult tickets: \$20

Student, Senior, Military: \$16

Youth ages 6-17: \$10

Child 0-5: Free

All Hallows

Adults: \$20

Student, Senior & Military: \$10

Youth ages 6 – 17: \$8

Children 5 and under: free

Sip & Stroll Garden Socials

Adults: \$40

Winter Glow

Adults: \$20

Student, Senior & Military: \$10

Youth ages 6 – 17: \$8

Children 5 and under: free

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Lakewold has served the city of Lakewood as a public garden since 1987, opening its gates to travelers and those across our region as a botanical destination. Lakewold remains the only non-profit public garden in Pierce County. Throughout the rich history of this estate, these gardens have been celebrated and enjoyed by tens of thousands. In addition to its outstanding gardens, Lakewold provides our community with a premier wedding venue, concert venue, fine art gallery, and education center. Lakewold remains a must-visit for every out-of-town visitor that stays in and near the city of Lakewood.

Lakewold Gardens' Music From Home series has proven both popular and needed within the community and offers the only opportunity for visitors to the city to hear high caliber live classical music. The gardens at Lakewold enrich the content of performances and give audience members an incredible concert setting. These concerts highlight the artistry of musicians from BIPOC and historically underrepresented groups, offering diverse styles of classical music and local musicians with a broad range of backgrounds and skill sets. Audience members are served refreshments from small local businesses and bakeries within the City of Lakewood. Music From Home is one of the only musical programs within the City of Lakewood.

In 2025, Lakewold will be introducing Sip & Stroll Garden Social during the golden hours in the garden. We are currently exploring partnerships with local wineries, breweries, and restaurants. Sip & Stroll will hope to attract visitors from beyond our region and enhance the overall tourist offerings in our city while celebrating the local wine and beer scene. We will strive to make this a community staple that continues to draw in large audiences each season.

In the summer of 2023, Lakewold Gardens held its first theatrical production with an abridged performance of Shakespeare's *A Midsummer Night's Dream*. Playwright Tom Smith provided the condensed script, while the production was directed by John Serembe, a long-time designer with Harlequin Theater in Olympia, WA. After the roaring success of this event, Lakewold has continued the tradition with a production of *Much Ado About Nothing* in summer 2024. The organization foresees this to continue being a highly successful undertaking and looks forward to drawing crowds to the City of Lakewood to attend productions. Funds from an LTAC grant would in part be utilized towards marketing efforts, payment of actors and production staff, and the production of collateral to be distributed at performances (such as programs).

Two of Lakewold's largest community events are held in May and June. May Fest 2024 welcomed almost 350 guests, and Fairy Fest in June drew almost 600 attendees from across the region. These events draw families from as far afield as the Skagit Valley. They provide adults and children alike the opportunity to interact with art and nature in a safe, inviting setting, as well as highlighting local musical and dance performers and local craft vendors.

July ushers in Lakewold Gardens' annual Summer Garden Party, an event that draws community and business leaders from the region and beyond to enjoy a private evening at Lakewold with local caterers, music performers, and a program of appreciation for Lakewold and its history. This is the only event of its kind in the City of Lakewood and provides a significant opportunity for business and community leaders to interact and network.

All Hallows' Eve is a multi-night event surrounding Halloween and celebrating the turning of the season. With all-ages activities like a spooky scavenger hunt, nightly monster sightings, live music, vintage horror film screenings, and artist-designed installations, it is a family affair that provides a safe and welcoming environment to all.

In October and November of 2024, we are participating in Seattle's MEXAM NW Festival, hosting two Music From Home concerts in conjunction with the Mexican Consulate in Seattle. This will help put Lakewold front

and center in Seattle and with the festival audience. We are planning on seeking similar partnerships in the future to continue this trend.

Our Winter Glow event provides a festive, seasonal attraction within the beauty of Lakewold Gardens. Visitors are invited to stroll through an enchanted light and music show that captivates the senses and highlights the magic of the holiday season. We want to capture the demand for family holiday attractions. We desire for Winter Glow to become a staple that attracts loads of tourists each holiday season.

LTAC funds to support advertising and production events and programs at Lakewold Gardens will help to drive year-round visitors to the City of Lakewood. As programs and year-round offerings grow, marketing efforts will be essential to the organization's continued success.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Lakewold Gardens directly serves the City of Lakewood, Clover Park School District, Joint Base Lewis-McChord, and Pierce County. However, as a tourist destination, Lakewold drives business to area establishments including hotels, restaurants, shopping, and commerce in general. Lakewold's success leads to an increase of visitors to the City.

Weddings and elopements also drive traffic to area businesses, and Lakewold's website lists a number of restaurants, activities, and lodging options within the City of Lakewood. Lakewold Gardens continues to be a highly sought-after venue special events.

Recently, Lakewold began advertising the Music From Home program on Classical King 98.1 FM, Seattle's premier classical music station. The advertisements reach an average of 80,000 weekly listeners to the station. This gives the City of Lakewood a strong radio presence on one of the most culturally relevant radio stations in the region. Lakewold Gardens is a venue for local artists, musicians, and crafts people, and promotes the work of local makers in its curated garden shop. The organization also invites artisans to feature and sell their work as vendors at special events like May Fest and Fairy Fest.

Since Lakewold hired a full-time Curator of Art & Music, the organization has increased its reach in terms of the communities served through the arts programming here. Lakewold's significant investment in high-caliber arts programming within the City of Lakewood continues to grow, as the organization continually expands new partnerships and plans for future endeavors, all with the intention of continuing to build Lakewold Gardens' as a destination for the arts, education, and nature in the region.

Lakewold Gardens has continued to work with Susan Newsom, Marketing Manager, who assists in creating professional cohesion across our social media platforms. From the day to day marketing on our website, ad placements, email campaigns, and press releases, Susan works with Lakewold's in-house social media manager to continue and improve Lakewold's digital reach and metrics. We have also started promoting programs with posters around Tacoma, broadening our physical reach to a larger Pierce County audience. Our growth over the past two years has been exponential and we look forward to continue the growth as we move forward.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods

and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Lakewold Gardens' success depends on the unique experience of guests, ensuring their encounters at Lakewold continue to be meaningful and life-changing. This success is made tangible by tracking attendance, taking note of survey responses, and using data collected from internal reviews of public facing programs. Last year, Lakewold welcomed roughly 10,000 visitors, This year, Lakewold is well on its way towards 9,000 visitors as of early-August with the expectation of beating last year's numbers significantly. This success is due to the extended year-round support and the marketing made possible by Lakewold's previous LTAC grant.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

With our increased marketing efforts, Lakewold's reach will increase to include a larger physical and digital footprint. The effect will be an increase of visitors to Lakewold Gardens. Our programs and events, as well as weddings and elopements, feature musicians and guests who travel, sometimes from over 50 miles away, and make use of hotels and accommodations within the City of Lakewold.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Funds supporting the growth of events and programming will not only increase the organization's capacity, but will also allow staff to expand the number of programs offered throughout the year. Expanding event and marketing efforts will attract audiences from across the state as well as the greater Pacific Northwest area, increasing visitors to Lakewold Gardens and thereby, the City of Lakewood.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The more financially secure Lakewold Gardens is as an organization, the more possible it is to maintain the high expectations of aesthetic appeal that the grounds and house emulate. The diverse program offerings and engaging events for audiences of all ages continue to establish Lakewold as a place for families of all makeup. We have seen a steady increase in interest from outside of the region over the past several years and estimate this will continue as we expand our current efforts to enrich arts and educational programming. Lakewold Gardens is currently a member of the American Horticultural Society's Reciprocal Admissions Program, a network of 350 horticultural gardens across the United States and Canada. As a member, Lakewold is one of only seven gardens in Washington state participating in the program, increasing its appeal to horticultural enthusiasts from across North America. Lakewold Gardens is also a participating member of the Western Museum Association, Blue Star Families, as well as Pierce County Library Pass.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Because Lakewold Gardens is one of the largest of the few cultural institutions in the City of Lakewood, full funding of the requested \$200,000 would result in a direct impact on attendance at Lakewold and economic stimulation within the city.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

- \$50,000: Marketing Professional Services, contract/consultant fees
- \$50,000: Concert & Art Promoter (Music from Home, Concerts in the Lawn, Fine Art Exhibitions, Theater in the Garden) contract/ consultant fees
- \$50,000: Garden-Inspired Events (MayFest, SummerFest, Sip & Stroll, Winter Glow)
- \$30,000: Musician & Artist Fees (Including Concerts and Art Gallery Exhibitions) Contract/ Consultant fees
- \$20,000- Advertising through various media sources (including online, print, and radio, dependent on the desired audience) *Specific spend per media outlet available on request

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
General Admissions	\$ 40,000	No	Based on FY 2024
Membership dues	\$ 10,500	No	Based on FY 2024
Private rentals for events	\$ 75,000	No	Based on FY 2024
Garden Shop income	\$40,000	No	Based on FY 2024
Special Event income	\$ 61,000	No	Based on FY 2024

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$70,000	\$	\$70,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$50,000	\$	\$50,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$80,000	\$	\$80,000
Other Describe below	\$	\$	\$70,000
TOTAL COST	\$200,000	\$	\$200,000
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*

*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

x Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$ 200,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year	Amount awarded	No previous funding
------	----------------	---------------------

11d. Indicate what efforts have been made to access funding from additional sources?

As a non-profit, 90% of Lakewold’s contributions come from individual donations and grants. Lakewold recently hired a new full-time Grants & Resources Manager as well as a new Executive Director. The Grants Manager is rigorously applying to grants and sponsorships for Lakewold year-round, as well as working on creating not only a recurring donation program, but establishing an endowment donation program and a planned giving program. The grants we have received over the last year go for event specific support, general operating support, and developing lasting relationships with potential funders. A list of funding received in the past year is below:

- LTAC - \$200,000
- Lakewood Community Foundation Fund - \$6,600
- ArtsFund Community Accelerator Grant - \$5,900
- ArtsWA Wellness, Arts, and Military Grant - \$67,500
- Ben B. Cheney Foundation - \$25,000
- Pierce County Historic Preservation - \$35,000
- MJ Murdock – Curator position funding - \$27,000
- Florence B. Kilworth Foundation, Music From Home - \$3,000
- Gottfried & Mary Fuchs Foundation, Music From Home - \$3,000
- Tacoma Garden Club - \$500
- Tulalip Cares - \$4,000
- The Baker Foundation - \$25,000
- The Norman Archibald Foundation - \$2,500
- Heritage Capital Grant, WSHS - \$403,000

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Lakewold Gardens works with a number of partners from the region, including the Clover Park School District, the VA Hospital, and Pierce College Ft. Steilacoom. The organization has also partnered with individuals associated with Pacific Lutheran University; Tacoma Community College; Harlequin Productions (Olympia); Write253; Creative Colloquy; Tacoma Urban Performing Arts Center; University of Puget Sound; and many more.

13. Capital Projects Budget **N/A**

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: _____

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke, written over a solid horizontal line.

||
Printed Name & Title of Chief Administrator/Authorizing Official

Date 8-13-24

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Lakewood Gardens

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.



Signature

JUSTIN HENDERSON / EXEC DIRECTOR
Print Name and Title

8/13/24
Date

Internal Revenue Service

Department of the Treasury

**P. O. Box 2508
Cincinnati, OH 45201**

Date: March 28, 2003

Person to Contact:
Mrs. Bonnie Lawson #31-07572
Customer Service Representative

Friends of Lakewood
P.O. Box 39780
Lakewood, WA 98439-0780

Toll Free Telephone Number:

8:00 a.m. to 6:30 p.m. EST
877-829-5500

Fax Number:
513-263-3756

Federal Identification Number:
94-3041320

Dear Sir or Madam:

This is in response to your request of February 10, 2003 requesting a copy of the determination letter for your organization.

Our records indicate that a determination letter issued in September 1987 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(3).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Friends of Lakewold
94-3041320

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

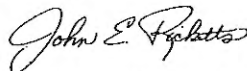
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. If your organization had a copy of its application for recognition of exemption on July 15, 1987, it is also required to make available for public inspection a copy of the exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,



John E. Ricketts, Director, TE/GE
Customer Account Services

World Gardens 2025 Marketing Plan

		Paid Advertising								
Frame	Design	Print	Broadcast	Direct	Mail/Billboards	Web Marketing	Email	Home Website	Social Platforms	Outreach
Months Details (and red)	Campaign identity/brand	Confirm magazine ads	Confirm KNKX ads	Mail Save-the-Date postcard				Build event page		Partner outreach
	Rack card/event flyer		Confirm 98.1 KING FM ads					Add to event calendar		
	Create Video/ Podcast content									
	Magazine content/press release/Ads									
	Compile media content for marketing									
	Write copy and messaging Direct mail postcard									
8 WEEKS										
Weeks	Web ads	Submit magazine content						Eventbrite Page goes live if applicable (ticket sales live)		
	Event poster	Print flyers/posters/rack cards								
6 WEEKS										
Weeks			Submit radio copy			Post event on community calendars and websites	Event Announcement Eblast		Create FB Event Page	Distribute material posters/flyers/cards
									Promote video/podcast content	
4 WEEKS										
Weeks	Design event banner	Magazine content published	Radio Ads runs	Send event banner to Grand Cinema		Google ads	Reminder/more details Eblast	Add Event Banner to Homepage	Boost FB Event	Distribute material Farmer's Market/Su Fest if applicable
	compile pictures for Eblasts					Digital Ads		Add "buy ticket" button to homepage		
3 WEEKS										
Weeks			Radio Ad runs	Grand Cinema billboard runs		Share to community listservs	Reminder/more details Eblast			
2 WEEKS										

The Friends of Lakewold dba Lakewold Gardens 2024 Budget

	Total 2024 Budget
Income	
4000 Program Revenues	
4010 Admissions	\$41,500.00
4020 Memberships	\$10,500.00
4030 Garden Shop Income	\$40,000.00
4040 Rental of Real Estate	\$75,000.00
4150 Lakewold Event Income	
4151 Event Admissions	\$61,289.98
4154 Event Admissions Day	
4151 Event Admissions	\$61,289.98
4152 Event Sponsorships	\$28,000.00
4153 Art Sales	\$5,300.00
Total 4150 Lakewold Event Income	\$94,589.98
Total 4000 Program Revenues	\$261,589.98
4100 Contributions & Support	
4110 Donations	
4111 Individual Donations	\$190,000.00
4112 Board Donations	\$5,800.00
4113 Corporate Donations	\$0.00
4114 Foundation Donations	\$76,000.00
Total 4110 Donations	\$271,800.00
4120 Grants	
4121 Foundation Grants	\$113,000.00
4122 Government Grants	\$260,000.00
Total 4120 Grants	\$373,000.00
4130 Fundraising Proceeds	
4131 Fundraising Donations	\$9,000.00
4132 Fundraising Revenue	\$236,204.75
4133 Fundraising Event Sponsorship	\$10,000.00
Total 4130 Fundraising Proceeds	\$255,204.75
Total 4100 Contributions & Support	\$900,004.75
4600 Other Income (deleted)	
4601 Interest Income (deleted)	\$0.00
Total 4600 Other Income (deleted)	\$0.00
4700 Released from Restriction	
4705 Released Endowment	\$24,000.00
4706 Released From Restriction - Carriage House	\$250,000.00
Total 4700 Released from Restriction	\$274,000.00
9-9905 Shipping Income (deleted)	

Total Income	\$1,435,594.73
Gross Profit	\$1,435,594.73
Expenses	
6000 Personnel Expenses	
6410 Wages	\$607,988.11
6420 Payroll Taxes	\$70,104.25
6430 Benefits	\$43,906.08
6440 Other Personnel Expenses	
6441 Professional Development	\$1,995.00
6442 Payroll Processing Fees	\$3,120.00
6443 Employee Recruiting	\$673.00
Total 6440 Other Personnel Expenses	\$5,788.00
Total 6000 Personnel Expenses	\$727,786.44
6005 Program Specific Expenses	
6011 Program Service Providers	\$52,739.85
6012 Program Supplies	\$18,000.00
6013 Program Marketing	\$27,000.00
6014 Program Food and Drink	\$7,000.00
6050 General Marketing	\$50,000.00
6060 Cost of Goods Sold-Garden Shop	\$29,000.00
Total 6005 Program Specific Expenses	\$183,739.85
6075 Facilities Expenses	
6510 Utilities	\$34,075.00
6520 Property Taxes	\$12,268.17
6530 Equipment Repair & Maintenance	\$3,851.52
6540 Wagner House Maintenance	\$25,980.00
6550 Horticulture Maintenance	\$46,130.00
6555 General Maintenance	\$4,419.49
6560 Exhibition (Plant Material)	\$9,275.00
6570 Permits	
Total 6075 Facilities Expenses	\$135,999.18
6100 Office Expenses	
6110 Office Supplies	\$22,881.51
6120 Computer Hardware & Repairs	\$24,000.00
6130 Software Subscriptions	\$2,217.84
6140 Printing & Postage	\$1,360.65
6145 In-House Meals	\$233.96
6150 Telephone & Internet	\$11,713.91
7490 ASSOCIATION DUES/SUBSCRIPTIONS (deleted)	
Total 6100 Office Expenses	\$62,407.87
6200 Professional Fees	
6210 Accounting Fees	\$26,355.00
6230 Fundraising Fees	\$0.00
6240 Other Professional Fees	\$2,168.25

Total 6200 Professional Fees	\$28,523.25
6300 Business Licenses & Fees	
6310 Professional Memberships	\$3,590.00
6320 Business License & Regulatory Fees	\$623.84
6330 Bank Service Charges	\$3,376.81
6340 Credit Card Merchant Fees	\$17,979.49
6342 Interest Expense	\$1,708.22
6350 Insurance Expenses	\$40,215.34
6360 Business Taxes	\$0.00
Total 6300 Business Licenses & Fees	\$67,493.70
6400 Fundraising Event Expenses	
6710 Fundraising Event Service Providers	\$15,670.00
6720 Fundraising Event Supplies	\$8,910.94
6730 Fundraising Event Marketing	\$4,624.08
6740 Fundraising Event Food & Drink	\$17,349.00
6750 Fundraising Event - Noncash Prizes	\$26,250.00
Total 6400 Fundraising Event Expenses	\$72,804.02
6600 Other Expenses	
6610 Depreciation	\$45,000.00
Total 6600 Other Expenses	\$45,000.00
Total Expenses	\$1,323,754.31
Net Operating Income	\$111,840.42
Other Income	
7700 Interest Income	\$5,000.00
8100 Investment Income	
8110 Investment Dividends & Interest	\$80,000.00
8120 Recognized Gain(Loss) on Sale of Investments	\$0.00
8130 Unrecognized Gain(Loss) on Investments	\$0.00
Total 8100 Investment Income	\$80,000.00
8500 Restricted Donations & Grants	
8510 Restricted Donations	\$2,875,449.09
8520 Restricted Foundation Donations/Grants	
9-8190 Release from Restriction	
8192 Release Capital	-\$250,000.00
9-8191 Release Endowment	-\$24,000.00
Total 9-8190 Release from Restriction	-\$274,000.00
Total 8500 Restricted Donations & Grants	\$2,601,449.09
8600 In Kind Contributions	
Total Other Income	\$2,686,449.09
Other Expenses	
9010 Investment Management Fees	\$3,000.00
9020 GTCF Endowment Management Fees	\$11,000.00
9100 In Kind Expense Offset	
Total Other Expenses	\$14,000.00

Net Other Income	\$2,672,449.09
Net Income	\$2,784,289.51

The Friends of Lakewold dba Lakewold Gardens

Balance Sheet

As of August 13, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 Umpqua Bank 0852	6,764.10
1010 Comm Checking 2505	-37,154.77
1011 Comm Deposits 1350	5,919.82
1012 Comm Restricted 1368	268,000.61
1130 RBC Management	140.12
1140 PayPal Bank	1,299.11
1150 Petty Cash	617.00
Total Bank Accounts	\$245,585.99
Accounts Receivable	
1200 Accounts Receivable	17,777.02
1250 Pledges - Growing for All	0.00
Total Accounts Receivable	\$17,777.02
Other Current Assets	
1260 Unbilled Grants	0.00
1500 Undeposited Funds	-1,716.95
1600 Prepaid Insurance	15,031.79
1610 Book Inventory	13,720.00
1620 Garden Shop Inventory	38,498.45
1630 Uncategorized Asset	0.00
1640 Employee Advance	0.00
Total Other Current Assets	\$65,533.29
Total Current Assets	\$328,896.30
Fixed Assets	
1700 Wagner House	474,241.72
1710 Film	183,394.00
1715 Accumulated Depreciation	-1,215,475.93
1720 Land	1,145,000.00
1725 House Furniture & Equipment	120,404.68
1730 House Improvements	185,495.42
1735 General Admin Building & Improvements	51,841.49
1740 General Administrative Equipment	2,941.00
1745 Garden Land Improvements	528,324.30
1750 Garden Building Improvements	45,460.99
1755 Garden Shop Equipment	4,494.83
1760 Sunroom	130,266.26
1765 Garden Maint & Dev Equipment	57,054.41
1800 Construction in Progress	231,342.27
Total Fixed Assets	\$1,944,785.44

The Friends of Lakewold dba Lakewold Gardens

Balance Sheet

As of August 13, 2024

	TOTAL
Other Assets	
1900 Endowment Receivable	2,366,042.36
Total Other Assets	\$2,366,042.36
TOTAL ASSETS	\$4,639,724.10
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3200 Accounts Payable	43,009.07
Total Accounts Payable	\$43,009.07
Credit Cards	
2000 Credit Card	3,021.75
Total Credit Cards	\$3,021.75
Other Current Liabilities	
2100 Payroll Liabilities	0.00
2105 PTO Payable	34,766.90
2110 401k Liability	72.95
Total 2100 Payroll Liabilities	\$34,839.85
2200 Refundable Deposits - TDC	3,350.00
2250 Unearned Rental Revenue	16,205.00
2300 Line of Credit 2396	84,283.27
2400 Garden Shop - Gift Cards	380.76
2500 Payroll Clearing	15,808.99
2600 Sales Tax Agency Payable	3,062.91
Total Other Current Liabilities	\$157,930.78
Total Current Liabilities	\$203,961.60
Long-Term Liabilities	
2700 SBA Loan	136,925.01
Total Long-Term Liabilities	\$136,925.01
Total Liabilities	\$340,886.61
Equity	
3000 Permanently Restricted Net Assets	0.00
3001 Net Assets With Donor Restriction	
3002 Perm Restricted Net Assets	1,869,461.17
3100 Temporarily Restricted Net Assets	855,852.40
Total 3001 Net Assets With Donor Restriction	2,725,313.57
3300 Net Assets Without Donor Restriction	1,761,600.48
Net Income	-188,076.56
Total Equity	\$4,298,837.49
TOTAL LIABILITIES AND EQUITY	\$4,639,724.10



STATE of WASHINGTON SECRETARY of STATE

I, Ralph Munro, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

THE FRIENDS OF LAKEWOLD

a Washington Non Profit corporation. Articles of Incorporation were filed for record in this office on the date indicated below.

Corporation Number: 2-377084-5

Date: December 11, 1986



Given under my hand and the seal of the State of Washington, at Olympia, the State Capitol.

Ralph Munro, Secretary of State

FILED
DEC 11 1986
SECRETARY OF STATE
CLERK OF WASHINGTON

ARTICLES OF INCORPORATION
OF
THE FRIENDS OF LAKEWOLD

KNOW ALL MEN BY THESE PRESENTS:

That the undersigned, being a natural person over the age of eighteen years, for the purpose of forming a nonprofit corporation under Chapter 24.03 of the Revised Code of Washington, hereby signs and verifies in duplicate the following Articles of Incorporation:

ARTICLE I

The name of this corporation is The Friends of Lakewold (the "Corporation").

ARTICLE II

The duration of the Corporation shall be perpetual.

ARTICLE III

The initial registered office of the Corporation is Suite 614, Washington Building, Tacoma, Washington 98402 and the mailing address of the initial registered office is P.O. Box 1121, Tacoma, Washington 98401-1121. The initial registered agent at such address is Paul C. Bender.

ARTICLE IV

The sole voting member shall be The Greater Tacoma Community Foundation, a Washington nonprofit corporation (hereinafter sometimes referred to as the "supported organization").

ARTICLE V

Section 1. Purposes. The exclusive purpose of the Corporation shall be to benefit, support and perform a function of the supported organization, a Washington nonprofit corporation exempt from federal income tax under Internal Revenue Code Section 501(c)(3), and meeting the requirements of Section 509(a) of the Internal Revenue Code. Such support shall be provided by (i) owning, managing, maintaining and developing the real property known as Lakewold located in Pierce County; (ii) expending directly or indirectly all of its income, in excess of any reasonable amount set aside in reserves for capital improvements, for the use in the management, maintenance, and development of Lakewold; and (iii) engaging in fund-raising activities, such as solicitations, fund-raising dinners, and other activities to raise funds for its permissible activities hereunder. The supported organization shall supervise and control the Corporation to ensure that it maintains and uses Lakewold exclusively for educational, charitable, and scientific purposes.

Section 2. Limitations.

2.1. ~~The Corporation shall have no capital stock, and no part of its net earnings shall inure to the benefit of any director or officer of the Corporation, or any private individual, nor shall the Corporation loan money or credit to any officer or director.~~

2.2 No director or officer of the Corporation, or any private individual shall be entitled to share in the distribution of any of the corporate assets upon dissolution of the

Corporation, or the winding up of its affairs. Upon such dissolution or winding up, all the remaining assets of the Corporation shall be distributed by the board of directors for identical uses and purposes to any other organization which would then qualify for exemption under the provisions of Section 501(c)(3) of the Internal Revenue Code as now stated, or as it may be hereafter amended.

2.3 No substantial part of the activities of the Corporation shall be the carrying on of propaganda, or otherwise attempting, to influence legislation except as may be permitted to Section 501(c)(3) organizations by the Internal Revenue Code, and the Corporation shall not participate in, or intervene in (including the publication or distribution of statements) any political campaign on behalf of any candidate for public office.

2.4 Notwithstanding any other provisions of these Articles, the Corporation shall not conduct or carry on activities not permitted to be conducted or carried on by an organization exempt under Section 501(c)(3) of the Internal Revenue Code as now stated, or as it may be hereafter amended, or by organization contributions to which are deductible under Section 170(c)(2) of such Code as now stated, or as it may be hereafter amended.

2.5 The Corporation shall not sell the real estate constituting Lakewold or any portion thereof without the express written consent of the supported organization.

Section 3. Powers. In general, and subject to such limitations and conditions as are or may be prescribed by law, or in the Corporation's Articles of Incorporation or Bylaws, the

Corporation shall have all powers which now or are hereafter conferred by law upon a corporation organized for the purpose hereinabove set forth, or necessary or incidental to the powers so conferred, or conducive to the attainment of the purpose of the Corporation.

ARTICLE VI

Section 1. Management. The management of the Corporation will be vested in a board of no less than nine directors. The number, qualifications, terms of office, manner of election, time and place of meeting, and powers and duties of directors shall be such as are prescribed by the Bylaws of the Corporation.

Section 2. Names and Addresses of Directors. The names and addresses of the directors who will first manage the affairs of the Corporation until the first annual meeting of the sole voting member, as provided in the Bylaws, and until their successors are selected and qualified, are:

<u>Name</u>	<u>Address</u>
Allison Andrews	Suite 1415 1411 Fourth Avenue Building Seattle, WA 98101
Lowell Anne Butson	21 Forest Glen Lane SW Tacoma, WA 98499
George L. Davis, Jr.	4713 Peterson Drive NW Gig Harbor, WA 98335
Mary Latimer	11518 Clovercrest Drive SW Tacoma, WA 98499
Dixy Lee Ray	600 Third Avenue Fox Island, WA 98333
Marjorie Shanaman	110 Country Club Drive SW Tacoma, WA 98498

Joanne Titus 11427 Gravelly Lake Drive SW
Tacoma, WA 98499

Corydon Wagner, Jr. The Wagner Fund
2221 North 30th
Tacoma, WA 98403

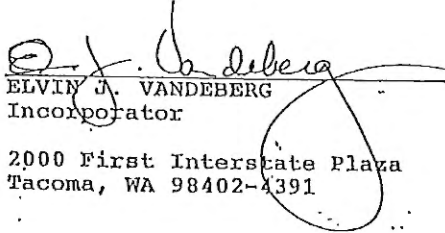
Eulalie Wagner 12221 Gravelly Lake Drive SW
(Honorary) Tacoma, WA 98499

George H. Weyerhaeuser Weyerhaeuser Company
Tacoma, WA 98477

ARTICLE VII

The authority to make, alter, amend or repeal Bylaws is vested in the board of directors, and may be exercised at any regular or special meeting of the board.

IN WITNESS WHEREOF, the incorporator has signed these Articles of Incorporation in duplicate this 5th day of December, 1986.



ELVIN J. VANDEBERG
Incorporator

2000 First Interstate Plaza
Tacoma, WA 98402-4391

CONSENT TO APPOINTMENT AS REGISTERED AGENT

The undersigned, having been appointed as registered agent of The Friends of Lakewold, does hereby consent to such appointment and agrees to serve as registered agent for the corporation.

DATED this 5th day of December, 1986.



PAUL C. BENDER

Address of Registered Agent:

Suite 614, Washington Building
P.O. Box 1121
Tacoma, WA. 98401-1121

Lakewold Gardens
Virtual Board Meeting Minutes
August 13, 2024

On August 13, 2024, a special virtual meeting was conducted by the Lakewold Board for the express and sole purpose authorizing its Executive Director and Lead Horticulturist to submit to the City of Lakewood an application for a grant pursuant to the City's LTAC grant program and to signed all documents necessary to submit such grant application.

A virtual electronic vote was held and the action was approved by the Lakewold Board authorizing Justin Henderson, Executive Director and Lead Horticulturist of Lakewold Gardens to submit to the City of Lakewood on behalf of the Lakewold Gardens a application for a grant pursuant to the City's LTAC program and to sign all documents necessary to submit such application.

Phyllis Griggs,
Secretary

The Lakewold Board of Directors is made up of eleven members, 6 women, 5 men, two of which are minorities. There are currently 4 openings on the board, which the active members are currently seeking to fill with diverse members of the community that reflect the makeup of Lakewood and Pierce County. All have been active in community organizations around the Puget Sound area for decades, lending their diverse professional experiences to the mission of Lakewold Gardens. From sales and public relations backgrounds to arts and graphic design, each member of the board was picked for their passion and connection to the community.

Dwight William, President
Retired, Lawyer, FAA

Phyllis Griggs, Secretary
Community Volunteer

Philip Eng, Treasurer
Retired, 44 years banking banking: Peoples Bank, US Bank, SBA, Evergreen Business Capital, Lt Col USAR

Lisa Hoffman
Professor, UWT

Mickey Portnoy
Senior Vice President- Wealth Management, Financial Advisor UBS

Rhene Johns
Architect, James Guerrero Architects, Inc.; Certified Professional Horticulturist with ecoPRO certification

Charlie Hyde
48 years wholesale grocery; CEO Amocat Trading; Vice President West Coast Grocery Company

Trevor Kovich
Real Estate Broker, Neil Walter Company

Gwen Gill
Trouves Helath Care Corp. Co-Founder

Gayle Hampton-Smith
Smith Western Company, graphic designer, art director, COO

Lori Scharmach
Randall Public Relations

August 13, 2024

Dana Kapla, Assistant Finance Director
City Hall, 6000 Main St. SW
Lakewood, WA 98499

Re: Authorized signatory, LTAC Application

Below you will find the name, title, address, and telephone number of the person authorized to sign this application:

Justin Henderson
Executive Director
PO Box 39780, Lakewood, WA 98496-3780
(253) 584-4106 x 102

If we can provide additional information to support this request, it will be our pleasure to do so. Thank you for your time and consideration of Lakewold's request for Lodging Tax support for our continued efforts to contribute to economic and social health in the City of Lakewood through our event & marketing initiatives.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Williams", with a long horizontal flourish extending to the right.

Dwight S. Williams, Board of Directors Chair
Lakewold Gardens

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: Fort Steilacoom Invitational

Amount of Lodging Tax Funding Requested: \$ 7000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 9500
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakes Cross Country Booster Club

Mailing Address: PO Box 99773
Lakewood, WA
98496

Tax ID Number: 27-0049207

Organization Unified Business Identifier (UBI): 502 243 228
UBI Expiration Date: 11/31/25

Type of Organization: Non Profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Peter Johnson

Title: President

Telephone: 253-224-2386

Email: peterandabby@gmail.com

Signature: _____

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): September 21, 2024
- b. Event Location: Fort Steilacoom Park
- c. If there is a charge or fee for this activity, please describe how much and why.

Team entry fee of \$150 for boys and \$150 for girls or \$125 for a single gender. This is typical for high school cross country events.
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The Fort Steilacoom Invitational is part of a broader working partnership between the Lakewood Parks Department and the Lakes High School Cross Country Program. The meet started in 1998, when Fort Steilacoom Park was managed by the Pierce County Parks Department. When the City of Lakewood took over the park, and plans were being made for the dog park, a new partnership began. Prior to that time, Fort Steilacoom Park hosted numerous high school cross country events, each on their own course. There were no major meets held in the park. With the inception of the dog park, the parks department leaders met with local coaches to develop a plan for one course in the park, using common guidelines as well. The Fort Steilacoom Invitational was a major part of the discussions. Since that time, the Lakewood Parks Department and the Lakes High School Cross Country program have worked hand in hand on virtually all of the cross country meets held in the park every fall. The Lakes cross country program has also loaned their equipment to other running events promoted by the City of Lakewood.

Since that time, the Fort Steilacoom Invitational has grown to be one of the 5 largest meets in the Northwest, drawing teams from all over Washington State, as well as Oregon, Idaho, California, and British Columbia. Additionally, Fort Steilacoom Park now hosts the high school league championship meets for most of the high school leagues between Kent and Olympia. This results in several thousand additional athletes and spectators visiting Fort Steilacoom Park and the City of Lakewood every October. High School Cross Country starts in late August and culminates with the state championship meet in early November. The Fort Steilacoom Invitational is on the third Saturday in September, and League Championships are at the end of October.

The Fort Steilacoom Invitational brings between 4000-7000 participants and spectators to the city, with many of them staying overnight. The league championship meets bring several thousand athletes and spectators to Lakewood as well.

Our goal is to continue to develop partnerships to ensure that the meet will continue as a staple in the Lakewood/CPSD community long after the original meet founders and school officials have retired. This will include continually looking at the meet to make sure it is attracting a wide variety of participants, increasing community involvement and support, and addressing the financial aspects of putting on a high quality meet through all potential avenues.

This year's Fort Steilacoom Invitational projects to be the largest in the history of the event, with 106 teams registered. Team sizes range from 9 athletes up to 100. This includes teams from Alaska, Oregon, and Idaho. We have teams coming from all regions of Washington as well, including the 11 Spokane, Tri Cities, Bellingham, Yakima, and Vancouver areas. More than 20 of the teams registered are from distances over 50 miles from Lakewood.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

See the included documents which covers that information, as well as projected economic impact.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

The project will increase overnight stays as the teams from Bellingham, Spokane, Tri Cities, Yakima, Idaho, Alaska, and Oregon spend the night. Some teams from Vancouver do as well. Additionally, because the meet runs the majority of the day, a large number will stop to eat before they leave Lakewood to travel home.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

The funds will go to increase the quality of the meet, and also pay for a volunteer organization to assist with parking using the new plan created with the Parks department and Lakewood Police Department. It will also cover the cost of sanikans, awards, hospitality, and course marking and set up. The attached document shows the continued growth of the meet. The meet has grown because teams find it to be a well run, high quality meet that meets the needs of a wide variety of schools.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

The schools coming more than 50 miles are looking for "elite level" competition. As the meet has grown, this level has increased significantly. The funds requested will be used to help cover the additional demands created as the size and scope of the meet have increased.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

There are limited opportunities for out-of-state teams to find high-quality meets that meet their needs. Our meet provides a unique situation, where top teams can compete against "state-level" competition outside of their region or classification.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Any funding is appreciated. Partial or full funding will only serve to help us, no matter what the amount is.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

The entirety of funds received will be used to pay an organization to assist with parking, course improvements to include improved flagging, archways, audio-video needs, awards, event clothing, athlete experience enhancements, refreshments, shelters, restroom facilities, power equipment needs, fencing, flagging, signage, and coach's hospitality.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Entry Fees	\$13000	yes	After the conclusion of the meet
Food Truck Fees	\$900	yes	After the conclusion of the meet
Shirt Sales	\$4000	yes	On the day of the meet
Community Run	\$500	yes	On the day of the meet
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$2500	\$2500
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$6000	\$	\$6000
Marketing/Promotion	\$	\$	\$
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$1000	\$	\$1000
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$7000	\$2500	\$9500
Description for Direct Sales Activities, Contract Services, Travel and Others	Parking support costs, officiants, Equipment rentals, sanikans, hospitality, course flagging, fencing and markers		
In-Kind Contributions			

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*

*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$ \$6500

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Our volunteers have been soliciting local business for in kind support.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

We partner with the City of Lakewood Communications Manager Brynn Grimley to create and publish a website dedicated to lodging, dining and entertainment options within the city of Lakewood, specifically identifying restaurants with the capacity to feed and seat an entire team and their families (of which we have 100 traveling to compete in the event). We also work with the CPSD who contributes through the ASB fund for small expenses if available. Our parking attendants are youth from local churches raising money for their independent charitable endeavors.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

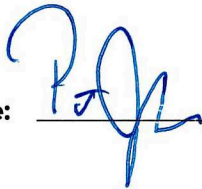
*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



9/16/24

Printed Name & Title of Chief Administrator/Authorizing Official

Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

LAKES CROSS COUNTRY BOOSTER CLUB

COMPANY OR ORGANIZATION NAME

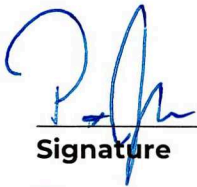
I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.



Signature

PETER JOHNSON - PRESIDENT
Print Name and Title

9/16/24
Date

Company ID Number: 2508149

b. Employers enrolled in E-Verify as a Federal contractor for 90 days or more at the time of a contract award must use E-Verify to begin verification of employment eligibility for new hires of the Employer who are working in the United States, whether or not assigned to the contract, within three business days after the date of hire. If the Employer is enrolled in E-Verify as a Federal contractor for 90 calendar days or less at the time of contract award, the Employer must, within 90 days of enrollment, begin to use E-Verify to initiate verification of new hires of the contractor who are working in the United States, whether or not assigned to the contract. Such verification of new hires must be initiated within three business days after the date of hire. An Employer enrolled as a Federal contractor in E-Verify must begin verification of each employee assigned to the contract within 90 calendar days after date of contract award or within 30 days after assignment to the contract, whichever is later.

c. Federal contractors that are institutions of higher education (as defined at 20 U.S.C. 1001(a)), state or local governments, governments of Federally recognized Indian tribes, or sureties performing under a takeover agreement entered into with a Federal agency under a performance bond may choose to only verify new and existing employees assigned to the Federal contract. Such Federal contractors may, however, elect to verify all new hires, and/or all existing employees hired after November 6, 1986. Employers in this category must begin verification of employees assigned to the contract within 90 calendar days after the date of enrollment or within 30 days of an employee's assignment to the contract, whichever date is later.

d. Upon enrollment, Employers who are Federal contractors may elect to verify employment eligibility of all existing employees working in the United States who were hired after November 6, 1986, instead of verifying only those employees assigned to a covered Federal contract. After enrollment, Employers must elect to verify existing staff following DHS procedures and begin

E-Verify verification of all existing employees within 180 days after the election.

e. The Employer may use a previously completed Form I-9 as the basis for creating an E-Verify case for an employee assigned to a contract as long as:

- i. That Form I-9 is complete (including the SSN) and complies with Article II.A.6,
- ii. The employee's work authorization has not expired, and
- iii. The Employer has reviewed the Form I-9 information either in person or in communications with the employee to ensure that the employee's Section 1, Form I-9 attestation has not changed (including, but not limited to, a lawful permanent resident alien having become a naturalized U.S. citizen).

f. The Employer shall complete a new Form I-9 consistent with Article II.A.6 or update the previous Form I-9 to provide the necessary information if:

- i. The Employer cannot determine that Form I-9 complies with Article II.A.6,
- ii. The employee's basis for work authorization as attested in Section 1 has expired or changed, or
- iii. The Form I-9 contains no SSN or is otherwise incomplete.

Note: If Section 1 of Form I-9 is otherwise valid and up-to-date and the form otherwise complies with

Company ID Number: 2508149

reasonable notice, to review Forms I-9 and other employment records and to interview it and its employees regarding the Employer's use of E-Verify, and to respond in a prompt and accurate manner to DHS requests for information relating to their participation in E-Verify.

19. The Employer shall not make any false or unauthorized claims or references about its participation in E-Verify on its website, in advertising materials, or other media. The Employer shall not describe its services as federally-approved, federally-certified, or federally-recognized, or use language with a similar intent on its website or other materials provided to the public. Entering into this MOU does not mean that E-Verify endorses or authorizes your E-Verify services and any claim to that effect is false.

20. The Employer shall not state in its website or other public documents that any language used therein has been provided or approved by DHS, USCIS or the Verification Division, without first obtaining the prior written consent of DHS.

21. The Employer agrees that [E-Verify trademarks](#) and logos may be used only under license by DHS/USCIS (see [M-795 \(Web\)](#)) and, other than pursuant to the specific terms of such license, may not be used in any manner that might imply that the Employer's services, products, websites, or publications are sponsored by, endorsed by, licensed by, or affiliated with DHS, USCIS, or E-Verify.

22. The Employer understands that if it uses E-Verify procedures for any purpose other than as authorized by this MOU, the Employer may be subject to appropriate legal action and termination of its participation in E-Verify according to this MOU.

B. RESPONSIBILITIES OF FEDERAL CONTRACTORS

1. If the Employer is a Federal contractor with the FAR E-Verify clause subject to the employment verification terms in Subpart 22.18 of the FAR, it will become familiar with and comply with the most current version of the E-Verify User Manual for Federal Contractors as well as the E-Verify Supplemental Guide for Federal Contractors.

2. In addition to the responsibilities of every employer outlined in this MOU, the Employer understands that if it is a Federal contractor subject to the employment verification terms in Subpart 22.18 of the FAR it must verify the employment eligibility of any "employee assigned to the contract" (as defined in FAR 22.1801).

Once an employee has been verified through E-Verify by the Employer, the Employer may not create a second case for the employee through E-Verify.

a. An Employer that is not enrolled in E-Verify as a Federal contractor at the time of a contract award must enroll as a Federal contractor in the E-Verify program within 30 calendar days of contract award and, within 90 days of enrollment, begin to verify employment eligibility of new hires using E-Verify. The Employer must verify those employees who are working in the United States, whether or not they are assigned to the contract. Once the Employer begins verifying new hires, such verification of new hires must be initiated within three business days after the hire date. Once enrolled in E-Verify as a Federal contractor, the Employer must begin verification of employees assigned to the contract within 90 calendar days after the date of enrollment or within 30 days of an employee's assignment to the contract, whichever date is later.

Company ID Number: 2508149

(including denying, reducing, or extending work hours, delaying or preventing training, requiring an employee to work in poorer conditions, withholding pay, refusing to assign the employee to a Federal contract or other assignment, or otherwise assuming that he or she is unauthorized to work) until and unless secondary verification by SSA or DHS has been completed and a final nonconfirmation has been issued. If the employee does not choose to contest a tentative nonconfirmation or a photo mismatch or if a secondary verification is completed and a final nonconfirmation is issued, then the Employer can find the employee is not work authorized and terminate the employee's employment. Employers or employees with questions about a final nonconfirmation may call E-Verify at 1-888-464-4218 (customer service) or 1-888-897-7781 (worker hotline).

14. The Employer agrees to comply with Title VII of the Civil Rights Act of 1964 and section 274B of the INA as applicable by not discriminating unlawfully against any individual in hiring, firing, employment eligibility verification, or recruitment or referral practices because of his or her national origin or citizenship status, or by committing discriminatory documentary practices. The Employer understands that such illegal practices can include selective verification or use of E-Verify except as provided in part D below, or discharging or refusing to hire employees because they appear or sound "foreign" or have received tentative nonconfirmations. The Employer further understands that any violation of the immigration-related unfair employment practices provisions in section 274B of the INA could subject the Employer to civil penalties, back pay awards, and other sanctions, and violations of Title VII could subject the Employer to back pay awards, compensatory and punitive damages. Violations of either section 274B of the INA or Title VII may also lead to the termination of its participation in E-Verify. If the Employer has any questions relating to the anti-discrimination provision, it should contact OSC at 1-800-255-8155 or 1-800-237-2515 (TDD).

15. The Employer agrees that it will use the information it receives from E-Verify only to confirm the employment eligibility of employees as authorized by this MOU. The Employer agrees that it will safeguard this information, and means of access to it (such as PINS and passwords), to ensure that it is not used for any other purpose and as necessary to protect its confidentiality, including ensuring that it is not disseminated to any person other than employees of the Employer who are authorized to perform the Employer's responsibilities under this MOU, except for such dissemination as may be authorized in advance by SSA or DHS for legitimate purposes.

16. The Employer agrees to notify DHS immediately in the event of a breach of personal information. Breaches are defined as loss of control or unauthorized access to E-Verify personal data. All suspected or confirmed breaches should be reported by calling 1-888-464-4218 or via email at E-Verify@uscis.dhs.gov. Please use "Privacy Incident – Password" in the subject line of your email when sending a breach report to E-Verify.

17. The Employer acknowledges that the information it receives from SSA is governed by the Privacy Act (5 U.S.C. § 552a(i)(1) and (3)) and the Social Security Act (42 U.S.C. 1306(a)). Any person who obtains this information under false pretenses or uses it for any purpose other than as provided for in this MOU may be subject to criminal penalties.

18. The Employer agrees to cooperate with DHS and SSA in their compliance monitoring and evaluation of E-Verify, which includes permitting DHS, SSA, their contractors and other agents, upon

Company ID Number: 2508149

employed an unauthorized alien in violation of section 274A(a)(1)(A); and (5) no E-Verify participant is civilly or criminally liable under any law for any action taken in good faith based on information provided through the E-Verify.

b. DHS reserves the right to conduct Form I-9 compliance inspections, as well as any other enforcement or compliance activity authorized by law, including site visits, to ensure proper use of E-Verify.

9. The Employer is strictly prohibited from creating an E-Verify case before the employee has been hired, meaning that a firm offer of employment was extended and accepted and Form I-9 was completed. The Employer agrees to create an E-Verify case for new employees within three Employer business days after each employee has been hired (after both Sections 1 and 2 of Form I-9 have been completed), and to complete as many steps of the E-Verify process as are necessary according to the E-Verify User Manual. If E-Verify is temporarily unavailable, the three-day time period will be extended until it is again operational in order to accommodate the Employer's attempting, in good faith, to make inquiries during the period of unavailability.

10. The Employer agrees not to use E-Verify for pre-employment screening of job applicants, in support of any unlawful employment practice, or for any other use that this MOU or the E-Verify User Manual does not authorize.

11. The Employer must use E-Verify for all new employees. The Employer will not verify selectively and will not verify employees hired before the effective date of this MOU. Employers who are Federal contractors may qualify for exceptions to this requirement as described in Article II.B of this MOU.

12. The Employer agrees to follow appropriate procedures (see Article III below) regarding tentative nonconfirmations. The Employer must promptly notify employees in private of the finding and provide them with the notice and letter containing information specific to the employee's E-Verify case. The Employer agrees to provide both the English and the translated notice and letter for employees with limited English proficiency to employees. The Employer agrees to provide written referral instructions to employees and instruct affected employees to bring the English copy of the letter to the SSA. The Employer must allow employees to contest the finding, and not take adverse action against employees if they choose to contest the finding, while their case is still pending. Further, when employees contest a tentative nonconfirmation based upon a photo mismatch, the Employer must take additional steps (see Article III.B. below) to contact DHS with information necessary to resolve the challenge.

13. The Employer agrees not to take any adverse action against an employee based upon the employee's perceived employment eligibility status while SSA or DHS is processing the verification request unless the Employer obtains knowledge (as defined in 8 C.F.R. § 274a.1(l)) that the employee is not work authorized. The Employer understands that an initial inability of the SSA or DHS automated verification system to verify work authorization, a tentative nonconfirmation, a case in continuance (indicating the need for additional time for the government to resolve a case), or the finding of a photo mismatch, does not establish, and should not be interpreted as, evidence that the employee is not work authorized. In any of such cases, the employee must be provided a full and fair opportunity to contest the finding, and if he or she does so, the employee may not be terminated or suffer any adverse employment consequences based upon the employee's perceived employment eligibility status

Company ID Number: 2508149

4. The Employer agrees to become familiar with and comply with the most recent version of the E-Verify User Manual.

5. The Employer agrees that any Employer Representative who will create E-Verify cases will complete the E-Verify Tutorial before that individual creates any cases.

a. The Employer agrees that all Employer representatives will take the refresher tutorials when prompted by E-Verify in order to continue using E-Verify. Failure to complete a refresher tutorial will prevent the Employer Representative from continued use of E-Verify.

6. The Employer agrees to comply with current Form I-9 procedures, with two exceptions:

a. If an employee presents a "List B" identity document, the Employer agrees to only accept "List B" documents that contain a photo. (List B documents identified in 8 C.F.R. § 274a.2(b)(1)(B)) can be presented during the Form I-9 process to establish identity.) If an employee objects to the photo requirement for religious reasons, the Employer should contact E-Verify at 888-464-4218.

b. If an employee presents a DHS Form I-551 (Permanent Resident Card), Form I-766 (Employment Authorization Document), or U.S. Passport or Passport Card to complete Form I-9, the Employer agrees to make a photocopy of the document and to retain the photocopy with the employee's Form I-9. The Employer will use the photocopy to verify the photo and to assist DHS with its review of photo mismatches that employees contest. DHS may in the future designate other documents that activate the photo screening tool.

Note: Subject only to the exceptions noted previously in this paragraph, employees still retain the right to present any List A, or List B and List C, document(s) to complete the Form I-9.

7. The Employer agrees to record the case verification number on the employee's Form I-9 or to print the screen containing the case verification number and attach it to the employee's Form I-9.

8. The Employer agrees that, although it participates in E-Verify, the Employer has a responsibility to complete, retain, and make available for inspection Forms I-9 that relate to its employees, or from other requirements of applicable regulations or laws, including the obligation to comply with the anti-discrimination requirements of section 274B of the INA with respect to Form I-9 procedures.

a. The following modified requirements are the only exceptions to an Employer's obligation to not employ unauthorized workers and comply with the anti-discrimination provision of the INA: (1) List B identity documents must have photos, as described in paragraph 6 above; (2) When an Employer confirms the identity and employment eligibility of newly hired employee using E-Verify procedures, the Employer establishes a rebuttable presumption that it has not violated section 274A(a)(1)(A) of the Immigration and Nationality Act (INA) with respect to the hiring of that employee; (3) If the Employer receives a final nonconfirmation for an employee, but continues to employ that person, the Employer must notify DHS and the Employer is subject to a civil money penalty between \$550 and \$1,100 for each failure to notify DHS of continued employment following a final nonconfirmation; (4) If the Employer continues to employ an employee after receiving a final nonconfirmation, then the Employer is subject to a rebuttable presumption that it has knowingly

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THE E-VERIFY MEMORANDUM OF UNDERSTANDING FOR EMPLOYERS

ARTICLE I PURPOSE AND AUTHORITY

The parties to this agreement are the Department of Homeland Security (DHS) and Lakes Cross Country Booster Club (Employer). The purpose of this agreement is to set forth terms and conditions which the Employer will follow while participating in E-Verify.

E-Verify is a program that electronically confirms an employee's eligibility to work in the United States after completion of Form I-9, Employment Eligibility Verification (Form I-9). This Memorandum of Understanding (MOU) explains certain features of the E-Verify program and describes specific responsibilities of the Employer, the Social Security Administration (SSA), and DHS.

Authority for the E-Verify program is found in Title IV, Subtitle A, of the Illegal Immigration Reform and Immigrant Responsibility Act of 1996 (IIRIRA), Pub. L. 104-208, 110 Stat. 3009, as amended (8 U.S.C. § 1324a note). The Federal Acquisition Regulation (FAR) Subpart 22.18, "Employment Eligibility Verification" and Executive Order 12989, as amended, provide authority for Federal contractors and subcontractors (Federal contractor) to use E-Verify to verify the employment eligibility of certain employees working on Federal contracts.

ARTICLE II RESPONSIBILITIES

A. RESPONSIBILITIES OF THE EMPLOYER

1. The Employer agrees to display the following notices supplied by DHS in a prominent place that is clearly visible to prospective employees and all employees who are to be verified through the system:
 - a. Notice of E-Verify Participation
 - b. Notice of Right to Work
2. The Employer agrees to provide to the SSA and DHS the names, titles, addresses, and telephone numbers of the Employer representatives to be contacted about E-Verify. The Employer also agrees to keep such information current by providing updated information to SSA and DHS whenever the representatives' contact information changes.
3. The Employer agrees to grant E-Verify access only to current employees who need E-Verify access. Employers must promptly terminate an employee's E-Verify access if the employer is separated from the company or no longer needs access to E-Verify.

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This list represents the first 20 Program Administrators listed for this company.



Company ID Number: 2508149

Information relating to the Program Administrator(s) for your Company on policy questions or operational problems:

Name Peter J Johnson
Phone Number 2532242386
Fax
Email peterandabbv@gmail.com

Company ID Number: 2508149

Are you verifying for more than 1 site? If yes, please provide the number of sites verified for in each State:

WA 1



Company ID Number: 2508149

Information Required for the E-Verify Program	
Information relating to your Company:	
Company Name	Lakes Cross Country Booster Club
Company Facility Address	10517 Lake Steilacoom Dr SW Lakewood, WA 98498
Company Alternate Address	PO Box 99773 Lakewood, WA 98496
County or Parish	PIERCE
Employer Identification Number	270049207
North American Industry Classification Systems Code	713
Parent Company	
Number of Employees	1 to 4
Number of Sites Verified for	1 site(s)

Company ID Number: 2508149

Approved by:

Employer Lakes Cross Country Booster Club	
Name (Please Type or Print) Peter J Johnson	Title
Signature Electronically Signed	Date 08/16/2024
Department of Homeland Security – Verification Division	
Name (Please Type or Print) USCIS Verification Division	Title
Signature Electronically Signed	Date 08/16/2024



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E. The Employer understands that its participation in E-Verify is not confidential information and may be disclosed as authorized or required by law and DHS or SSA policy, including but not limited to, Congressional oversight, E-Verify publicity and media inquiries, determinations of compliance with Federal contractual requirements, and responses to inquiries under the Freedom of Information Act (FOIA).

F. The individuals whose signatures appear below represent that they are authorized to enter into this MOU on behalf of the Employer and DHS respectively. The Employer understands that any inaccurate statement, representation, data or other information provided to DHS may subject the Employer, its subcontractors, its employees, or its representatives to: (1) prosecution for false statements pursuant to 18 U.S.C. 1001 and/or; (2) immediate termination of its MOU and/or; (3) possible debarment or suspension.

G. The foregoing constitutes the full agreement on this subject between DHS and the Employer.

To be accepted as an E-Verify participant, you should only sign the Employer's Section of the signature page. If you have any questions, contact E-Verify at 1-888-464-4218.

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B. TERMINATION

1. The Employer may terminate this MOU and its participation in E-Verify at any time upon 30 days prior written notice to the other parties.
2. Notwithstanding Article V, part A of this MOU, DHS may terminate this MOU, and thereby the Employer's participation in E-Verify, with or without notice at any time if deemed necessary because of the requirements of law or policy, or upon a determination by SSA or DHS that there has been a breach of system integrity or security by the Employer, or a failure on the part of the Employer to comply with established E-Verify procedures and/or legal requirements. The Employer understands that if it is a Federal contractor, termination of this MOU by any party for any reason may negatively affect the performance of its contractual responsibilities. Similarly, the Employer understands that if it is in a state where E-Verify is mandatory, termination of this by any party MOU may negatively affect the Employer's business.
3. An Employer that is a Federal contractor may terminate this MOU when the Federal contract that requires its participation in E-Verify is terminated or completed. In such cases, the Federal contractor must provide written notice to DHS. If an Employer that is a Federal contractor fails to provide such notice, then that Employer will remain an E-Verify participant, will remain bound by the terms of this MOU that apply to non-Federal contractor participants, and will be required to use the E-Verify procedures to verify the employment eligibility of all newly hired employees.
4. The Employer agrees that E-Verify is not liable for any losses, financial or otherwise, if the Employer is terminated from E-Verify.

ARTICLE VI PARTIES

- A. Some or all SSA and DHS responsibilities under this MOU may be performed by contractor(s), and SSA and DHS may adjust verification responsibilities between each other as necessary. By separate agreement with DHS, SSA has agreed to perform its responsibilities as described in this MOU.
- B. Nothing in this MOU is intended, or should be construed, to create any right or benefit, substantive or procedural, enforceable at law by any third party against the United States, its agencies, officers, or employees, or against the Employer, its agents, officers, or employees.
- C. The Employer may not assign, directly or indirectly, whether by operation of law, change of control or merger, all or any part of its rights or obligations under this MOU without the prior written consent of DHS, which consent shall not be unreasonably withheld or delayed. Any attempt to sublicense, assign, or transfer any of the rights, duties, or obligations herein is void.
- D. Each party shall be solely responsible for defending any claim or action against it arising out of or related to E-Verify or this MOU, whether civil or criminal, and for any liability wherefrom, including (but not limited to) any dispute between the Employer and any other person or entity regarding the applicability of Section 403(d) of IIRIRA to any action taken or allegedly taken by the Employer.



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employee to contact DHS through its toll-free hotline (as found on the referral letter) within eight Federal Government work days.

5. If the Employer finds a photo mismatch, the Employer must provide the photo mismatch tentative nonconfirmation notice and follow the instructions outlined in paragraph 1 of this section for tentative nonconfirmations, generally.
6. The Employer agrees that if an employee contests a tentative nonconfirmation based upon a photo mismatch, the Employer will send a copy of the employee's Form I-551, Form I-766, U.S. Passport, or passport card to DHS for review by:
 - a. Scanning and uploading the document, or
 - b. Sending a photocopy of the document by express mail (furnished and paid for by the employer).
7. The Employer understands that if it cannot determine whether there is a photo match/mismatch, the Employer must forward the employee's documentation to DHS as described in the preceding paragraph. The Employer agrees to resolve the case as specified by the DHS representative who will determine the photo match or mismatch.
8. DHS will electronically transmit the result of the referral to the Employer within 10 Federal Government work days of the referral unless it determines that more than 10 days is necessary.
9. While waiting for case results, the Employer agrees to check the E-Verify system regularly for case updates.

ARTICLE IV SERVICE PROVISIONS

A. NO SERVICE FEES

1. SSA and DHS will not charge the Employer for verification services performed under this MOU. The Employer is responsible for providing equipment needed to make inquiries. To access E-Verify, an Employer will need a personal computer with Internet access.

ARTICLE V MODIFICATION AND TERMINATION

A. MODIFICATION

1. This MOU is effective upon the signature of all parties and shall continue in effect for as long as the SSA and DHS operates the E-Verify program unless modified in writing by the mutual consent of all parties.
2. Any and all E-Verify system enhancements by DHS or SSA, including but not limited to E-Verify checking against additional data sources and instituting new verification policies or procedures, will be covered under this MOU and will not cause the need for a supplemental MOU that outlines these changes.

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The Employer also agrees to provide both the English and the translated notice and letter for employees with limited English proficiency to employees. The Employer agrees to provide written referral instructions to employees and instruct affected employees to bring the English copy of the letter to the SSA. The Employer must allow employees to contest the finding, and not take adverse action against employees if they choose to contest the finding, while their case is still pending.

2. The Employer agrees to obtain the employee's response about whether he or she will contest the tentative nonconfirmation as soon as possible after the Employer receives the tentative nonconfirmation. Only the employee may determine whether he or she will contest the tentative nonconfirmation.
3. After a tentative nonconfirmation, the Employer will refer employees to SSA field offices only as directed by E-Verify. The Employer must record the case verification number, review the employee information submitted to E-Verify to identify any errors, and find out whether the employee contests the tentative nonconfirmation. The Employer will transmit the Social Security number, or any other corrected employee information that SSA requests, to SSA for verification again if this review indicates a need to do so.
4. The Employer will instruct the employee to visit an SSA office within eight Federal Government work days. SSA will electronically transmit the result of the referral to the Employer within 10 Federal Government work days of the referral unless it determines that more than 10 days is necessary.
5. While waiting for case results, the Employer agrees to check the E-Verify system regularly for case updates.
6. The Employer agrees not to ask the employee to obtain a printout from the Social Security Administration number database (the Numident) or other written verification of the SSN from the SSA.

B. REFERRAL TO DHS

1. If the Employer receives a tentative nonconfirmation issued by DHS, the Employer must promptly notify employees in private of the finding and provide them with the notice and letter containing information specific to the employee's E-Verify case. The Employer also agrees to provide both the English and the translated notice and letter for employees with limited English proficiency to employees. The Employer must allow employees to contest the finding, and not take adverse action against employees if they choose to contest the finding, while their case is still pending.
2. The Employer agrees to obtain the employee's response about whether he or she will contest the tentative nonconfirmation as soon as possible after the Employer receives the tentative nonconfirmation. Only the employee may determine whether he or she will contest the tentative nonconfirmation.
3. The Employer agrees to refer individuals to DHS only when the employee chooses to contest a tentative nonconfirmation.
4. If the employee contests a tentative nonconfirmation issued by DHS, the Employer will instruct the

Company ID Number: 2508149

- b. Photo verification checks (when available) on employees.
2. DHS agrees to assist the Employer with operational problems associated with the Employer's participation in E-Verify. DHS agrees to provide the Employer names, titles, addresses, and telephone numbers of DHS representatives to be contacted during the E-Verify process.
 3. DHS agrees to provide to the Employer with access to E-Verify training materials as well as an E-Verify User Manual that contain instructions on E-Verify policies, procedures, and requirements for both SSA and DHS, including restrictions on the use of E-Verify.
 4. DHS agrees to train Employers on all important changes made to E-Verify through the use of mandatory refresher tutorials and updates to the E-Verify User Manual. Even without changes to E-Verify, DHS reserves the right to require employers to take mandatory refresher tutorials.
 5. DHS agrees to provide to the Employer a notice, which indicates the Employer's participation in E-Verify. DHS also agrees to provide to the Employer anti-discrimination notices issued by the Office of Special Counsel for Immigration-Related Unfair Employment Practices (OSC), Civil Rights Division, U.S. Department of Justice.
 6. DHS agrees to issue each of the Employer's E-Verify users a unique user identification number and password that permits them to log in to E-Verify.
 7. DHS agrees to safeguard the information the Employer provides, and to limit access to such information to individuals responsible for the verification process, for evaluation of E-Verify, or to such other persons or entities as may be authorized by applicable law. Information will be used only to verify the accuracy of Social Security numbers and employment eligibility, to enforce the INA and Federal criminal laws, and to administer Federal contracting requirements.
 8. DHS agrees to provide a means of automated verification that provides (in conjunction with SSA verification procedures) confirmation or tentative nonconfirmation of employees' employment eligibility within three Federal Government work days of the initial inquiry.
 9. DHS agrees to provide a means of secondary verification (including updating DHS records) for employees who contest DHS tentative nonconfirmations and photo mismatch tentative nonconfirmations. This provides final confirmation or nonconfirmation of the employees' employment eligibility within 10 Federal Government work days of the date of referral to DHS, unless DHS determines that more than 10 days may be necessary. In such cases, DHS will provide additional verification instructions.

ARTICLE III

REFERRAL OF INDIVIDUALS TO SSA AND DHS

A. REFERRAL TO SSA

1. If the Employer receives a tentative nonconfirmation issued by SSA, the Employer must print the notice as directed by E-Verify. The Employer must promptly notify employees in private of the finding and provide them with the notice and letter containing information specific to the employee's E-Verify case.

Company ID Number: 2508149

Article II.C.5, but reflects documentation (such as a U.S. passport or Form I-551) that expired after completing Form I-9, the Employer shall not require the production of additional documentation, or use the photo screening tool described in Article II.A.5, subject to any additional or superseding instructions that may be provided on this subject in the E-Verify User Manual.

g. The Employer agrees not to require a second verification using E-Verify of any assigned employee who has previously been verified as a newly hired employee under this MOU or to authorize verification of any existing employee by any Employer that is not a Federal contractor based on this Article.

3. The Employer understands that if it is a Federal contractor, its compliance with this MOU is a performance requirement under the terms of the Federal contract or subcontract, and the Employer consents to the release of information relating to compliance with its verification responsibilities under this MOU to contracting officers or other officials authorized to review the Employer's compliance with Federal contracting requirements.

C. RESPONSIBILITIES OF SSA

1. SSA agrees to allow DHS to compare data provided by the Employer against SSA's database. SSA sends DHS confirmation that the data sent either matches or does not match the information in SSA's database.
2. SSA agrees to safeguard the information the Employer provides through E-Verify procedures. SSA also agrees to limit access to such information, as is appropriate by law, to individuals responsible for the verification of Social Security numbers or responsible for evaluation of E-Verify or such other persons or entities who may be authorized by SSA as governed by the Privacy Act (5 U.S.C. § 552a), the Social Security Act (42 U.S.C. 1306(a)), and SSA regulations (20 CFR Part 401).
3. SSA agrees to provide case results from its database within three Federal Government work days of the initial inquiry. E-Verify provides the information to the Employer.
4. SSA agrees to update SSA records as necessary if the employee who contests the SSA tentative nonconfirmation visits an SSA field office and provides the required evidence. If the employee visits an SSA field office within the eight Federal Government work days from the date of referral to SSA, SSA agrees to update SSA records, if appropriate, within the eight-day period unless SSA determines that more than eight days may be necessary. In such cases, SSA will provide additional instructions to the employee. If the employee does not visit SSA in the time allowed, E-Verify may provide a final nonconfirmation to the employer.

Note: If an Employer experiences technical problems, or has a policy question, the employer should contact E-Verify at 1-888-464-4218.

D. RESPONSIBILITIES OF DHS

1. DHS agrees to provide the Employer with selected data from DHS databases to enable the Employer to conduct, to the extent authorized by this MOU:
 - a. Automated verification checks on alien employees by electronic means, and

JRNAL REVENUE SERVICE
O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: FEB 25 2004

LAKES CROSS COUNTRY BOOSTER CLUB
4405 N 19TH STREET
TACOMA, WA 98406

✕ Employer Identification Number:
27-0049207
DLN:
604049070
Contact Person:
DANIEL F FRISCH ID# 95116
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(2)
Advance Ruling Period Begins:
October 16, 2002
Advance Ruling Period Ends:
December 31, 2006
Addendum Applies:
No

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make



Board of Directors

President

Peter Johnson
PO Box 39453 Lakewood, WA 98498
Phone: (253) 2242386 // Email: peterandabby@gmail.com

Vice President

Dan Weldon
1524 NW 52nd Street, Apt #2, Seattle, WA 98107
Phone: (253) 241-5626 // Email: weeboruns@yahoo.com

Secretary

Ryan Mickey
Phone: (253)686-0552 // Email: rmickey88@yahoo.com

Treasurer

Kate Evarts
7906 W Shore Dr SW Lakewood, WA 98498
Phone: (360)970-8170 // Email: daviskate@comcast.net

At Large Position #1

Jeremy Evarts
7906 W Shore Dr SW Lakewood, WA 98498
Phone: (253)861-9139 // Email: thelucius@yahoo.com

At Large Position #2

At Large Position #3

Jody Pope
Email: jpope.lakewoodplayhouse@gmail.com

Coach (advisory position only)

Joe Clark
4405 North 19th St. Tacoma, WA 98406
(Home) 253 752-1944 (Work) 583-5320 x 3221 (cell) 253 844-7343
E-mail: (work) jclark@cloverpark.k12.wa.us (Home) jclark553@gmail.com



1. The name of the corporation shall be “Lakes Cross Country Booster Club” and the principal place of business shall be in Pierce County. The corporation is organized and operated exclusively for charitable purposes within the meaning of section 501 (c) (3) of the Internal Revenue Code.
2. Membership in this corporation shall be open, but not limited to parents of students on the Lakes High School Cross Country team, graduates of Lakes High School, and other concerned citizens of the Lakewood community and Clover Park School District.
 - a. An individual will be considered in good standing and thus eligible to vote on any motion put before the general membership at any meeting upon payment of annual dues as may be determined by the board of directors of the corporation.
 - b. Each individual member of this corporation shall be entitled to one vote on any motion or in connection with any other business, which may be brought before the general membership.
3. The operations and activities of this organization will be coordinated by a board of directors consisting of not less than 5 and no more than 11 members in good standing of the corporation.
 - a. Membership of the board of directors shall consist of the elected officers of the corporation and at least three but not more than 6 members at large of the corporation.
 - b. Each “at large” board member shall be elected for a one (1) year term at the last general meeting of the academic year for Lakes High School.
 - c. If a vacancy should occur on the board of directors due to the inability of a board member to complete his or her term, such a vacancy shall be filled by the affirmative vote of a majority of the remaining directors. Any individual so elected will serve for the remainder of the term of his or her predecessor in that position.
4. Elected officers of the corporation shall be:
 - a. President
 - b. Vice President
 - c. Secretary
 - d. Treasurer
5. Each of the offices shall be elected at the last general membership meeting of the academic year for Lakes High School to service a one (1) year term.
6. Duties of the elected officers shall be:
 - a. President: To preside over all general meetings of the Board of Directors, and to appoint the chairmen of any committees deemed necessary or advisable by the Board of Directors; to chair the activities committee.
 - b. Vice President: To assume the duties of the President in the absence of the President; to chair the membership committee.

- c. Secretary: To record the minutes of all general meetings of the corporation, and of all the meetings of the Board of Directors, and to maintain a permanent file of all such recordings; to chair the communications committee.
 - d. Treasurer: To maintain the financial records of the corporation and make periodic reports of the financial status of the corporation to the other officers of the corporation and to the Board of Directors; to chair the finance committee.
 - i. The Treasurer will be the responsible for signing any checks issued by the corporation.
7. No individual shall hold any one office more than two (2) consecutive terms, or any combination of offices for more than four (4) consecutive years.
 8. The corporation shall maintain several standing committees. The Board of Directors at the final meeting during the academic year will determine these. Standing committees for the year 2002-03 will be as follows:
 - a. Finance: Will be responsible for the development of the annual budget for the corporation based on the anticipated revenues and financial needs of the Lakes High School Cross Country Teams. The chairman of this committee shall be the elected Treasurer of the corporation.
 - i. The finance committee must approve all expenses. Any expenses in excess of \$100 must be approved by a majority vote of the Board of Directors. A written record of such decisions will be maintained as part of the financial records.
 - b. Membership: Will be responsible for developing the maximum possible membership in the corporation, and for maintaining current membership rolls to be made available to the Board of Directors and to other officers of the corporation.
 - c. Communications: Will be responsible for the publication of events and activities involving the corporation as deemed necessary or advisable by the Board of Directors.
 - d. Activities: Will be responsible for the coordination of various activities, fund raising, social and business pertaining to the corporation. May include the development of new activities and the feasibility study of any suggested activities with reports of results to the Board of Directors.
 - e. Fort Steilacoom Invitational: Will be responsible for the coordination and planning of the Fort Steilacoom Invitational.
 9. Special committees may be formed at any time for whatever need may arise, on approval of a majority vote of the board of directors.
 10. A quorum of the Board of Directors, which will be necessary for any official action or approval, will be 60% of the current board membership.
 11. A quorum of the general membership will consist of 51% of the members in good standing.
 12. The Board of Directors shall establish rules for the meetings of the Board of Directors, general membership meetings, and committee meetings.
 13. Changes in the by-laws may be recommended by any member in good standing, and must be approved by a majority vote of the Board of Directors, and a majority vote of a quorum of the general membership of the corporation.
 14. Additional rules and regulations may be adopted at any time as needed by a majority vote of a quorum of the Board of Directors.
 15. Meetings will be held quarterly. Additional meetings may be added pending majority approval of the Board of Directors. Meeting dates and locations for the succeeding year will be determined at the final meeting of the Board of Directors during the final meeting of the academic year.
 16. In the case of malfeasance by a member of the board of directors, the board member in question may be removed from the board by a vote of 60% of the board membership. If the President is removed for malfeasance, their position will be assumed by the vice president for the remainder of the term. The board of

directors will then appoint a new vice president. For any other officer that is removed for acts of malfeasance, the board of directors will appoint their replacement.

17. Upon winding up and dissolution of this corporation, after paying or adequately providing for the debts and obligations of the corporation, the remaining assets shall be distributed to the Lakes High School Associated Student Body Fund, which is organized and operated for educational purposes and has established its tax exempt status under section 501 (c) (3) of the internal revenue code.

**Lakes Cross Country Booster Club
Board of Directors**



1. The name of the corporation shall be "Lakes Cross Country Booster Club" and the principal place of business shall be in Pierce County. The corporation is organized and operated exclusively for charitable purposes within the meaning of section 501 (c) (3) of the Internal Revenue Code.
2. Membership in this corporation shall be open, but not limited to parents of students on the Lakes High School Cross Country team, graduates of Lakes High School, and other concerned citizens of the Lakewood community and Clover Park School District.
 - a. An individual will be considered in good standing and thus eligible to vote on any motion put before the general membership at any meeting upon payment of annual dues as may be determined by the board of directors of the corporation.
 - b. Each individual member of this corporation shall be entitled to one vote on any motion or in connection with any other business, which may be brought before the general membership.
3. The operations and activities of this organization will be coordinated by a board of directors consisting of not less than 5 and no more than 11 members in good standing of the corporation.
 - a. Membership of the board of directors shall consist of the elected officers of the corporation and at least three but not more than 6 members at large of the corporation.
 - b. Each "at large" board member shall be elected for a one (1) year term at the last general meeting of the academic year for Lakes High School.
 - c. If a vacancy should occur on the board of directors due to the inability of a board member to complete his or her term, such a vacancy shall be filled by the affirmative vote of a majority of the remaining directors. Any individual so elected will serve for the remainder of the term of his or her predecessor in that position.
4. Elected officers of the corporation shall be:
 - a. President
 - b. Vice President
 - c. Secretary
 - d. Treasurer
5. Each of the offices shall be elected at the last general membership meeting of the academic year for Lakes High School to service a one (1) year term.
6. Duties of the elected officers shall be:
 - a. President: To preside over all general meetings of the Board of Directors, and to appoint the chairmen of any committees deemed necessary or advisable by the Board of Directors; to chair the activities committee.
 - b. Vice President: To assume the duties of the President in the absence of the President; to chair the membership committee.

- c. Secretary: To record the minutes of all general meetings of the corporation, and of all the meetings of the Board of Directors, and to maintain a permanent file of all such recordings; to chair the communications committee.
 - d. Treasurer: To maintain the financial records of the corporation and make periodic reports of the financial status of the corporation to the other officers of the corporation and to the Board of Directors; to chair the finance committee.
 - i. The Treasurer will be the responsible for signing any checks issued by the corporation.
7. No individual shall hold any one office more than two (2) consecutive terms, or any combination of offices for more than four (4) consecutive years.
 8. The corporation shall maintain several standing committees. The Board of Directors at the final meeting during the academic year will determine these. Standing committees for the year 2002-03 will be as follows:
 - a. Finance: Will be responsible for the development of the annual budget for the corporation based on the anticipated revenues and financial needs of the Lakes High School Cross Country Teams. The chairman of this committee shall be the elected Treasurer of the corporation.
 - i. The finance committee must approve all expenses. Any expenses in excess of \$100 must be approved by a majority vote of the Board of Directors. A written record of such decisions will be maintained as part of the financial records.
 - b. Membership: Will be responsible for developing the maximum possible membership in the corporation, and for maintaining current membership rolls to be made available to the Board of Directors and to other officers of the corporation.
 - c. Communications: Will be responsible for the publication of events and activities involving the corporation as deemed necessary or advisable by the Board of Directors.
 - d. Activities: Will be responsible for the coordination of various activities, fund raising, social and business pertaining to the corporation. May include the development of new activities and the feasibility study of any suggested activities with reports of results to the Board of Directors.
 - e. Fort Steilacoom Invitational: Will be responsible for the coordination and planning of the Fort Steilacoom Invitational.
 9. Special committees may be formed at any time for whatever need may arise, on approval of a majority vote of the board of directors.
 10. A quorum of the Board of Directors, which will be necessary for any official action or approval, will be 60% of the current board membership.
 11. A quorum of the general membership will consist of 51% of the members in good standing.
 12. The Board of Directors shall establish rules for the meetings of the Board of Directors, general membership meetings, and committee meetings.
 13. Changes in the by-laws may be recommended by any member in good standing, and must be approved by a majority vote of the Board of Directors, and a majority vote of a quorum of the general membership of the corporation.
 14. Additional rules and regulations may be adopted at any time as needed by a majority vote of a quorum of the Board of Directors.
 15. Meetings will be held quarterly. Additional meetings may be added pending majority approval of the Board of Directors. Meeting dates and locations for the succeeding year will be determined at the final meeting of the Board of Directors during the final meeting of the academic year.
 16. In the case of malfeasance by a member of the board of directors, the board member in question may be removed from the board by a vote of 60% of the board membership. If the President is removed for malfeasance, their position will be assumed by the vice president for the remainder of the term. The board of

directors will then appoint a new vice president. For any other officer that is removed for acts of malfeasance, the board of directors will appoint their replacement.

17. Upon winding up and dissolution of this corporation, after paying or adequately providing for the debts and obligations of the corporation, the remaining assets shall be distributed to the Lakes High School Associated Student Body Fund, which is organized and operated for educational purposes and has established its tax exempt status under section 501 (c) (3) of the internal revenue code.

**Lakes Cross Country Booster Club
Board of Directors**

Jan 4 2024

Meeting conducted via email

Item 1: Richard Trevino notified the board that he would like to step down as treasurer. Peter Johnson nominated Kate Evarts. Richard Trevino seconded. Board approved unanimously.

Item 2: Coach Clark requested the new treasurer look into applying for a tax id form 509.

Item 3: Coach Clark asked for approval from the board to research and order a portable PA system as more talk about radios.

Item 4: Peter Johnson suggested an in person meeting on Jan 27 at the Topside cafe in Steilacoom. Joe Clark, Peter Johnson, and Ryan Mickey confirmed they could attend. Kate Evarts and Seth Bridges are unavailable.

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: | Lakewood Tourism and Event Promotion Services |

Amount of Lodging Tax Funding Requested: | \$125,000.00 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: | \$125,000.00 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: | Lakewood Chamber of Commerce |

Mailing Address: | 6310 Mount Tacoma Drive SW |
Suite B |
Lakewood, WA 98499 |

Tax ID Number: | 91-0892937 |

Organization Unified Business Identifier (UBI) | 601021198 |

UBI Expiration Date: | September 30, 2025 |

Type of Organization: | Non-profit |
(Non-profit, For-profit, Municipality, Private business, etc.)

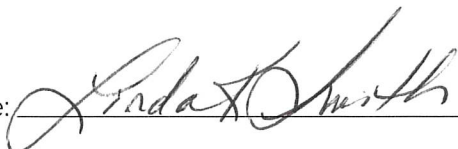
1c. Contact:

Name: | Linda K. Smith |

Title: | President/CEO |

Telephone: | 253-582-9400 |

Email: | lsmith@lakewood-wa.com |

Signature:  _____

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): | January 1, 2025 – December 31, 2025 |
- b. Event Location: | Services to promote tourism will be held throughout the City of Lakewood. |
- c. If there is a charge or fee for this activity, please describe how much and why.

| Services surrounding tourism and event related promotions are free of charge to the public. The requested lodging tax contract of \$125,000 is to cover expenses for the fiscal year. |

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

| Our primary goal for 2025 is to focus on attracting individual and family travelers to Lakewood. As the city's lead destination marketing organization, we will promote overnight stays, shopping, dining, and special events in the area by working with our local lodging providers, restaurants, attractions, retailers, and event organizers.

Lakewood and its surrounding areas offer an ideal getaway with open spaces, a clean environment, affordability, and safety. We will continue to provide visitors with compelling reasons to extend their stay, utilizing the resources available at our Visitor Information Center. Our target markets include areas Seattle north, eastern Washington, and Portland south.

We will provide comprehensive visitor information and promotional support for the City of Lakewood and its surroundings. This includes creating publications, brochures, drive tour itineraries, and advertisements that highlight lodging, attractions, dining, tours, and events. All these resources will also be accessible online through our website and social media platforms.

The theme "Live Like a Local" will remain central to our messaging. The Chamber-operated Visitor Information Center will continue to serve as a one-stop resource for out-of-town visitors, offering a welcoming presence 7 days a week (excluding federal holidays)..|

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

| As the lead destination marketing organization for Lakewood, our goal is to provide valuable tourist information and services to visitors, enhancing and extending their vacation experiences. We also serve local residents, including military personnel and their families, as a one-stop resource for events, attractions, dining, and shopping, encouraging increased spending within Lakewood.

By boosting business revenue, we foster growth and generate additional tax revenues that benefit all residents of Lakewood. The businesses that stand to benefit include, but are not limited to, lodging establishments, restaurants, attractions, retailers, and service providers. This growth not only supports our local economy by creating more jobs but also expands our tax base.

The addition of new lodging properties in Lakewood has significantly increased the variety and availability of accommodations. These properties enhance our ability to promote Lakewood as a solid destination for overnight stays. By increasing the number of visitors staying overnight, we can boost both lodging tax and sales tax revenues for the city. |

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

|Lakewood continues to perform well compared to neighboring cities, with our Revenue per Available Room (RevPAR) and Average Daily Rate (ADR) showing a slight year-over-year increase.

Our primary goal is to continue promoting and encouraging overnight stays while increasing awareness of the unique activities and attractions available in Lakewood and its surroundings. Short-term benefits are reflected in the taxes collected, while long-term benefits include sustained growth in future tax collections, increased bookings for meetings and events, positive coverage in travel and meeting publications, and a rise in repeat visits to the area.

We will measure success by tracking local retail sales tax and lodging tax receipts, which serve as key indicators of our impact. Detailed data will be provided by Travel Tacoma, and the latest figures from Dean Runyan Associates show that travel spending in Lakewood exceeds \$93 million, supporting over 950 jobs. Local and state tax receipts total more than \$9.6 million. On average, a party of two staying overnight for two nights in Pierce County generates \$350 in revenue. |

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

|Despite financial uncertainty, Americans have not slowed down on travel. A recent survey by Forbes shows that numbers are slightly down from the proportion of Americans increasing travel from 2022 to 2023 (49%) but still impressive considering nearly two-thirds (63%) of Americans took at least two leisure trips during 2023.

While travel remains a priority for Americans of all ages, younger generations are the most likely to travel more this year. Gen Z (56%) and Millennials (49%) report more travel on their agenda compared to "only" 39% of Gen X and 29% of Baby Boomers increasing travel amounts.

The most popular types of leisure travel expected in 2024 include visiting family and friends (46%), beach vacations (36%) and road trips (34%). All three of these trip types were also top selections in 2023.

We expect an increase in residents from the Pacific Northwest and beyond choosing to drive to vacation and "staycation" destinations more frequently. Lakewood is the ideal getaway for travelers from Seattle-north, Spokane-east, and Portland-south — close enough for a convenient drive, yet far enough to justify an overnight stay. We will continue to promote our local attractions, shopping,

and dining experiences through our social media and television ad campaigns, positioning Lakewood as a safe and affordable place to visit.

Additionally, Lakewood's central location makes it perfect for hub-and-spoke tours, encouraging extended visits and overnight stays.

The Chamber is also working to boost our online visibility by improving search engine optimization (SEO) for users looking for tourist and meeting destinations in Washington State. We will leverage partnership opportunities with Travel Tacoma, including Familiarization Tours, purchasing ad space, and ensuring direct links to our content on social media platforms.

To further enhance awareness and encourage visits, we will distribute our brochures and event calendars at Visitor Information Centers outside our area. Additionally, we plan to integrate more interest through our SEELakewood interactive-online map technology |

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

| Despite financial uncertainty, Americans have not slowed down on travel. A recent survey by Forbes shows that numbers are slightly down from the proportion of Americans increasing travel from 2022 to 2023 (49%) but still impressive considering nearly two-thirds (63%) of Americans took at least two leisure trips during 2023.

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To further enhance awareness and encourage visits, we will distribute our brochures and event calendars at Visitor Information Centers outside our area. Additionally, we plan to integrate more interest through our SEELakewood interactive-online map technology |

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

| As travel continues to rebound following the pandemic, we are focused on attracting visitors from outside Washington State. In 2025, we plan to capitalize on partnership opportunities with Travel Tacoma, including participating in Familiarization Tours, purchasing ad space in their publications, and ensuring our content is linked across social media platforms.

We will also extend our reach through targeted television ad campaigns in neighboring states, highlighting Lakewood as a key destination with customized drive tour itineraries that encourage extended visits and overnight stays. Additionally, we aim to enhance our international appeal by collaborating with regional and national tourism organizations, expanding our visibility to attract visitors from both outside the state and from abroad. |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

| If partial funding is received, there will be significant impacts on the project and its activities. The Visitor Information Center, which is currently open 7 days a week, may face reduced operating hours, potentially closing on weekends. This reduction would limit our ability to provide crucial visitor services during peak times.

Additionally, tourism advertising efforts, including the creation of promotional videos, television ad placements, and the development and distribution of brochures, will be scaled back. This reduction would hinder our ability to effectively advertise and market Lakewood, impacting our outreach and potentially decreasing the number of visitors attracted to the area. Limited funding would constrain our promotional activities, reducing our overall effectiveness in drawing tourists and extending their stays. |

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

|\$50,000 Marketing Promotion & Advertising
\$35,000 Administration/Operations
\$40,000 Personnel |

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		

*Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	a. Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$40,000.00	\$	\$40,000.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$35,000.00	\$	\$35,000.00
Marketing/Promotion	\$50,000.00	\$	\$50,000.00
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$125,000.00	\$	\$125,000.00
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.

** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$112,000.00

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Currently, we are not aware of other funding resources available for tourism promotions in Lakewood.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Lakewood Chamber actively supports and promotes various activities and events through a range of channels, including print advertising, social media, television ads, and outreach at JBLM.

We will continue to highlight and share information about local attractions such as Lakewood Gardens, Thornewood Castle, the Lakewood History Museum, Historic Fort Steilacoom, Lakewood Playhouse, our parks, golf courses, gardens, and lakes recreation, as well as community events.

We collaborate with Tacoma-Pierce County Tourism Authority, our regional umbrella organization. This partnership involves coordinating tourism promotional materials and brochures for the Tacoma Visitor Information Center, updating information about local events and activities, and providing local photography resources. We also support Travel Tacoma in promoting Lakewood within their publications and web presence.

Additionally, we assist with promoting and coordinating amateur sporting events held in or near Lakewood, as well as supporting reunions and meetings held in Lakewood. The Chamber provides comprehensive information on local dining, retail, attractions, and lodging for out-of-town participants, encouraging them to explore and spend in Lakewood.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:  _____

Linda K. Smith, President/CEO
Printed Name & Title of Chief Administrator/Authorizing Official

August 19, 2024 |
Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Lakewood Chamber of Commerce

COMPANY OR ORGANIZATION NAME

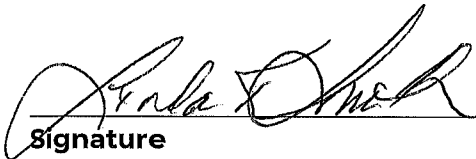
I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.


Signature

Linda K. Smith, President/CEO
Print Name and Title

August 19, 2024
Date

27-2-12
S

Department of the Treasury

G. A. Tornow
(206) 442-5110

District Director

Internal Revenue Service

Date:

FEB 2 1975

In reply refer to:

L-179, Code 423

SEA:EO:75-215



Lakewood Area Chamber of Commerce
P.O. Box 99084
Tacoma, WA 98409

Internal Revenue Code: Section 501(c) (6)
Form 990 Required: Yes No
Accounting Period Ending: September 31

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under the provisions of the Internal Revenue Code section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$50 or more to each of your employees during a calendar quarter. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act on remuneration of \$50 or more to each of your employees during a calendar quarter if, during the current or preceding calendar year, you have one or more employees at any time in each of 20 calendar weeks or pay wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt-status. Also, you must inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt From Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than \$5,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, for failure to file the return on time.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Please keep this determination letter in your permanent records.

Contributions to you as a chamber of commerce organization are not deductible under the provisions of section 170 of the Internal Revenue Code. Please advise your contributors to that effect.

Sincerely yours,



Michael Sassi
District Director



2025 Marketing Plan & Budget

Lakewood Tourism & Event Promotion Services

Our Objective

Facilitate and promote a community brand, increase job opportunities and economic prosperity, by increasing visitations and overnight stays into Lakewood.

Linda K. Smith
lsmith@lakewood-wa.com

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Summary

Our organization

The Lakewood Chamber of Commerce and Visitor Information Center is located at 6310 Mt. Tacoma Drive SW in Lakewood, WA.

Our objective is to promote a favorable business climate through professionally coordinated business development and marketing strategies while promoting a healthy and desirable community in which to visit, live, work and do business.

Our core missions

Promoting the Community

Providing Networking Opportunities

Representing the Interests of Business with Government through Advocacy

Creating a Strong Local Economy

Our Marketing Leaders

Linda K. Smith

President/CEO

Over 40 years of experience in hospitality, marketing and event planning.

Scott Jonson

Office Manager and Visitor Information Center Coordinator

Over 30 years of experience in hospitality training and marketing

Objective

The Lakewood Chamber has the goal to continue serving as the lead destination marketing organization to encourage individual visitors and groups to come to Lakewood to overnight, shop, dine and tour the area through combined efforts of our lodging, restaurants, attractions, and retailers and meeting spaces. We offer more reasons for the visiting public to extend their stay at our Visitor Information Center. Individual travelers remain our primary focus.

In order to accomplish that, the Chamber will pursue the following:

We began focusing on a regional travel campaign for the past three years and it will continue to be our focus into 2025. We will continue to serve as the lead destination marketing organization, focusing on individual and family travelers to come to Lakewood to overnight, shop, dine and tour the area through combined efforts of our lodging, restaurants, attractions and retailers. Lakewood and surrounding areas offer the ideal getaway destination, with open spaces, clean environment, affordability and safety. We'll continue to offer more reasons for the visiting public to extend their stay with the resources available in our Visitor Information Center.

Provide optimum, full service visitor information/promotions in support of the City of Lakewood and surrounding area. We will continue to create print and digital publications, brochures and advertisements offering information addressing lodging, attractions, dining, tours and events, as well as on-line access to previously stated pieces on our web site.

The Chamber-operated Visitor Information Center will continue to ensure that we are the one-stop resource for out-of-town visitors 7 days a week (excluding federal holidays). Our Visitor Information Center located in the spacious lobby of the Chamber of Commerce is a true welcoming presence for the City of Lakewood.

The Chamber will produce an additional series of tourist destination videos and on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood.

We will continue to work with Tacoma-Pierce County Tourism Authority. As our regional "umbrella" organization, we collaborate with the Tourism Authority, providing tourism promotional collaterals and brochures to include in the Tacoma Visitor Information Center, assist them with updates about local events and activities, as well as serve as a resource for local photography needs.

We will continue to assist with amateur sporting competitions, as well as meetings and reunions in Lakewood. The Chamber can provide information on local dining, retail, attractions and lodging information for out-of-town participants to encourage spending in Lakewood.

The Chamber also supports and promotes activities and events through advertising, social media and posts of Lakewood Gardens, Thornewood Castle, Lakewood History Museum, Historic Fort Steilacoom, Lakewood Playhouse, our local parks, golf courses, gardens, lakes and more.

Metrics to measure success:

We will calculate local retail sales tax collected, as well as lodging tax receipts collected as our bottom line gauge. Detailed data is also made available by Tacoma Travel Authority. The latest figures by Dean Runyan show that travel spending in Lakewood exceeds \$93 million, providing more than 950 jobs. Local and state tax receipts total more than \$9.6 million. Average expenditures for a party of two, overnighting for two nights in Pierce County totals \$350 in revenue.

Target Market

People continue to prioritize and plan travel experiences. We are the ideal getaway for the Seattle/north, Spokane/east and Portland/south market. Close enough to drive to, but far enough that overnighting stays make sense. We'll continue promoting awareness of our local attractions, shopping and dining experiences through our social media and television ad campaign ~ as a safe, affordable place to visit ~ as well as the perfect central location for hub and spoke tours ~ encouraging visits and overnight stays. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State. We'll take advantage of any partnership opportunities with umbrella organization Tacoma Travel Authority that includes Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms.

Placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber will produce an additional series of tourist destination videos and on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood .

Market Strategy

Create awareness of our local attractions, shopping and dining experiences through a series of tourist destination videos to be aired on numerous cable channels with companion, printable on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood. Additionally, a social media campaign ~ promoting Lakewood as an affordable, family friendly place to visit and to overnight. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State on our web site. We will take advantage of any partnership opportunities with umbrella organization Tacoma Travel Authority that includes 2025 (tbd) Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms. Also assist Tacoma Travel Authority when bidding on upcoming meetings/reunions and amateur athletic events utilizing Lakewood.

Local placement of our lure brochures and events calendars at Visitor Information Centers in our region will also enhance awareness and encourage visitations.

The Chamber produces a full color lure brochure/package highlighting Lakewood’s attractions. Also included in the lure jacket is a brochure listing all accommodations in the city. Another insert lists local attractions and recreational opportunities. A dining/restaurant insert and quarterly events calendar are also included in the lure package.

Budget

Over the course of the year, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Promotion & Advertising	\$50,000
Administration/Operations	\$35,000
Personnel	\$40,000
Total	\$125,000.00

Marketing Channels

Over the course of [current year], we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Lakewood Lure Brochures

Designed to provide detailed tourist information to the traveling public, with quality full-color shell and 4 separate information brochures providing information on the following:

Lodging Guide – 20,000

Restaurant Guide – 20,000

Attractions Guide – 20,000

Events Calendar – 30,000

These handy 4” x 9” guides will be provided to tourists, meetings/conferences and sporting events attendees. They will also be provided to new military personnel at monthly JBLM Orientations (a required program – seeing an average of 500 newcomers monthly). The packets will also be provided at lodging establishments for their guests. All of the information is also available online on the Chamber’s website, along with downloadable drive tour itineraries.

Visit Lakewood Tourism Promotion Videos

Designed to promote and encourage visitations to Lakewood. Videos to be showcased on digital marketing platforms, as well as cable television commercials and Youtube, complemented by online, downloadable/printable drive tour itineraries.

Attractions/Services Inventory

Designed to provide “anything and everything” front line personnel are asked by the visiting public. From Antique Stores to Zip Lining, this annual information resource is updated and available on the Chamber’s website.

www.Lakewood-Chamber.org

The website is significantly more interactive than past years, providing google map/directions technology, a page for each member business, which provides space for photos and videos. Over 89,000 unique visitors have visited the website between January and July of 2024.

<https://www.facebook.com/lakewoodchamber>

An efficient delivery system to provide followers with information on upcoming events, local attractions, restaurant and lodging information.

<https://twitter.com/LakewoodCofC>

An efficient delivery system to provide followers with information on upcoming events, local attractions, restaurant and lodging information.

Lakewood Chamber of Commerce

Lakewood Tourism & Event Promotion Services

Budget

Over the course of the year, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Promotion & Advertising <i>Full Color Lure Brochure with Inserts</i> <i>Website Updating/Maintenance</i> <i>Destination Marketing Videos</i> <i>Television Ads and Placement</i> <i>Drive Tour Itineraries</i> <i>Welcome Posters</i> <i>Lakewood Goodie Bags</i> <i>Digital & Social Media Promotions</i> <i>SEELakewood Interactive Map</i>	\$50,000
Administration/Operations <i>Visitor Information Center Rent</i> <i>Telephone</i> <i>Computer</i> <i>Copier</i>	\$35,000
Personnel <i>President/CEO Program Development</i> <i>Visitor Services Coordinator</i> <i>Visitor Information Center Front Line</i>	\$40,000
Total	\$125,000.00

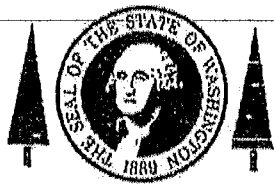
8:30 AM
08/07/24
Cash Basis

Lakewood Chamber of Commerce
Balance Sheet
As of July 31, 2024

	<u>Jul 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
Checking* (Umpqua)	305.60
Money Market	428.86
Petty Cash	500.00
Total Checking/Savings	<u>1,234.46</u>
Total Current Assets	<u>1,234.46</u>
Fixed Assets	
Equipment	44,119.72
Furniture	2,414.42
Total Fixed Assets	<u>46,534.14</u>
TOTAL ASSETS	<u><u>47,768.60</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Deposits and Prepaid	5,513.38
Payroll Liabilities	
940 Taxes Payable	17.97
941 Taxes Payable	3,711.58
Company Retirement Simple IRA (Company Paid Portion 3% up to \$7,000 Annually)	699.90
Employee Retirement Simple IRA (Employee Paid Retirement SEP)	1,863.46
HSA Employee Contribution (HSA Employee Contribution)	1,000.00
Labor & Industries	41.62
State Unemployment	710.42
Supplemental Insurance	426.30
Payroll Liabilities - Other	50,514.31
Total Payroll Liabilities	<u>58,985.56</u>
Total Other Current Liabilities	<u>64,498.94</u>
Total Current Liabilities	<u>64,498.94</u>
Long Term Liabilities	
SBA Loan (12 month deferred payment. Term 30 years)	143,071.20
Total Long Term Liabilities	<u>143,071.20</u>
Total Liabilities	<u>207,570.14</u>
Equity	
Opening Balance Equity	25,421.19
Unrestricted Net Assets (Undistributed earnings of the corporation)	-154,463.93
Net Income	-30,758.80
Total Equity	<u>-159,801.54</u>
TOTAL LIABILITIES & EQUITY	<u><u>47,768.60</u></u>

223498
FILE NUMBER

DOMESTIC



STATE OF WASHINGTON | DEPARTMENT OF STATE

I, **A. LUDLOW KRAMER**, Secretary of State of the State of Washington and custodian of its seal, hereby certify that

ARTICLES OF INCORPORATION

of LAKWOOD CHAMBER OF COMMERCE

a domestic corporation of Tacoma, Washington,

was filed for record in this office on this date, and I further certify that such Articles remain on file in this office.

Filed at request of Richard J. Kelley, Atty
P. O. Box 3302
Lakewood Center
Tacoma, Washington 98499
NON PROFIT

Filing and recording fee ... \$ 20.00
License to June 30, 19... \$
Excess pages @ 25¢ \$

Microfilmed, Roll No. 1248

Page 200-205

In witness whereof I have signed and have affixed the seal of the State of Washington to this certificate at Olympia, the State Capitol, September 12, 1972

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A. LUDLOW KRAMER
SECRETARY OF STATE

SEP 12 1972

A. LUDLOW KRAMER
SECRETARY OF STATE

ARTICLES OF INCORPORATION
OF
LAKEWOOD CHAMBER OF COMMERCE

I, the undersigned, acting as the incorporator of a Corporation under the provisions of the Washington Non-Profit Corporation Act (RCW 24.03), adopt the following Articles of Incorporation for such corporation:

ARTICLE I

The name of the corporation shall be LAKEWOOD CHAMBER OF COMMERCE.

ARTICLE II

The period of duration of the corporation shall be perpetual.

ARTICLE III

The purpose for which the corporation is organized is to promote and perpetuate the business, financial, manufacturing, professional, and civic interests of Western Pierce County, in the State of Washington.

ARTICLE IV

Internal affairs of the corporation shall be regulated by the Constitution and By-Laws of the corporation.

ARTICLE V

The address of the initial registered office of the corporation shall be 10123 Plaza Drive S.W., Tacoma, Washington 98499. The name of the initial registered agent of the corporation at such address shall be JAMES WALTER.

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ARTICLE VI

The number of directors constituting the initial Board of Directors of the corporation shall be four (4). The number of directors shall be governed by the Constitution and By-Laws which shall not allow a number less than three (3).

The names and addresses of the persons who are to serve as the initial directors of the corporation are as follows:

President	JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
Vice-Pres.	EARL PARSONS	8405 Amber Drive S.W. Tacoma, Washington 98499
Secretary	FRANK JACOBS	625 North McCarver Tacoma, Washington 98403
Treasurer	MAX APPELGATE	4509 North Ferdinand Tacoma, Washington

ARTICLE VII

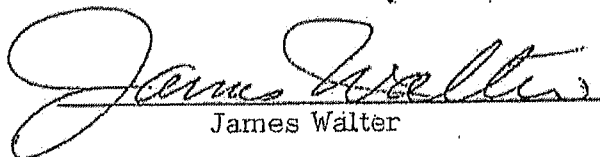
The name and address of the incorporator of the corporation is as follows:

JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
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ARTICLE VIII

Upon dissolution of this corporation, and after all obligations thereof have been satisfied, any remaining assets thereof shall, by resolution of the last Board of Directors, be distributed to any one or more non-profit charitable corporation or organization carrying on activities within the State of Washington.

IN WITNESS WHEREOF, the incorporator hereinabove named has hereunto set his hand in triplicate this 7 day of September, 1972.


James Walter

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RESOLUTION OF BOARD OF DIRECTORS

DESIGNATING REGISTERED OFFICE AND REGISTERED AGENT

WHEREAS under the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, is required to have and continuously maintain in the State of Washington a registered office and a registered agent, the latter to have an office identical with said registered office; and

WHEREAS said statutory provision requires that said registered office and registered agent be designated by a duly adopted resolution of the Board of Directors of said corporation; now, therefore,

IT IS RESOLVED by the Board of Directors of said corporation that the registered office of said corporation be, and it hereby is, designated as 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington.

IT IS FURTHER RESOLVED that the registered agent of said corporation be, and said agent hereby is, designated as JAMES WALTER, and that said registered agent is an individual residing in the State of Washington whose business office is identical with said registered office.

IT IS FURTHER RESOLVED that the Vice President of said corporation be, and he hereby is, directed to execute a verified statement of the aforesaid designation, and that the Secretary of said corporation be, and he hereby is, directed to certify as true this resolution and to file said verified statement and said certified resolution with the Secretary of State of the State of Washington.

DATED this 7th day of September, 1972.

THIS IS TO CERTIFY that the above is a true resolution of the Board of Directors of the LAKEWOOD CHAMBER OF COMMERCE.


Frank Jacobs, Secretary

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Board of Directors Meeting Minutes
July 23, 2024
8:00 – 9:30 am
Lakewood Chamber Office

Call to Order/Roll Call –Faelnar, Wheeler, Cruz, Larson, Cofchin, Wolf and Smith

Absent: Vatter

Additions/Deletions to the Agenda – None

Faelnar called the meeting to order at 8:08 a.m.

Consent Agenda –

1. May 28, 2024 Board Minutes
2. May 2024 Financial Reports
3. June 2024 Financial Reports

Wolf moved to accept the minutes and financial reports as presented. Cofchin seconded approval. M/S/C.


Chair of the Board Report – Faelnar reviewed the June General Membership Luncheon with Dave Parkhurst as program speaker who discussed AI. Excellent program.

Major General Mathew McFarlane, Deputy Commanding General, I Corps was the guest speaker at the Armed Forces Connection Meeting. Attendance is beginning to pick up with more participation from our military partners from not only the army, but air force and national guard. Co-chairs Carson and Colvin are working hard to provide dynamic speakers.

The first two BOSS Roundtable (Business Owners Strategizing Success) meetings were insightful and productive. Participating small business owners will determine how much time they wish spending on educational programming, aligned with general discussions and brainstorming sessions.

Dean Burke with the Tacoma-Pierce County Tourism Authority was our July General Membership Luncheon. Informative and interesting information regarding tourism and convention business post pandemic.

The Foot Golf Classic was well received by all participants. Smtih mentioned the possibility of having a Glo Golf event in early October. The Board was receptive to the idea of additional non-dues revenue.

 **President's Report** – Smith indicated her intent to apply for Lodging Tax funds from the city of Lakewood for FY 2025. Cofchin moved and Wheeler seconded approval to apply for the funds. M/S/C.

Smith was invited to attend a welcome luncheon for the Gimhae, South Korea Sister City delegation. She presented Washington state wine as a gift for each member of the delegation.

Morning MOJO networking events continue. The number of new host businesses is waning. Smith is rethinking whether the meet-ups will be cut back to two a month, or if they should continue to be offered three times as originally planned.

The Ambassadors have been spending several hours a month “blitzing” business areas in Lakewood. The visits to non-members include a small gift with a post card shot listing an invite to join the Chamber with a QR code that takes the recipient to the Chamber’s website. Plan is to revisit the businesses originally targeted for a follow-up. Response has been positive so far.

Smith noted that evening networking events are being requested and there has been no interest indicated by members to host an after hours after several attempts. Board suggestion: Have a Poker Run where Members visit different businesses and end up at the Chamber for final gathering/networking.

Veterans Roofing hosted a Night at the Tacoma Rainiers in the USO Suite. The evening was a big hit with participating Members.

Smith extolled the tremendous value of the ORCA Business Pass program proposed by Pierce Transit. Participating Members would get over a 90% discount for the year-long passes and encouraged Board Members to consider signing up.

The Annual Board Retreat will be held on August 15, from 9:00 am to 3:00 pm. Location TBD: either LeMay Collections at Marymount or Banner Bank.

Smith reminded the Board that the Annual Meeting & Installation Banquet is slated for Thursday, September 12th at the Tacoma Country & Golf Club.

Adjourned: 9:13 am

Lakewood Chamber of Commerce

2024-25 BOARD OF DIRECTORS

Tammy Faelnar, Chair

AA Meats
5116 111th St SW
Lakewood, WA 98499
Ph – 253-588-7979
Email - info@aameats.net

Hailey Wheeler, Vice Chair

Heritage Bank
10318 Gravelly Lake Dr SW
Lakewood, WA 98499
Ph – 253-588-9866
Email - Hailey.Wheeler@HeritageBankNW.com

Michael Cruz, Treasurer

Columbia Bank
6202 Mt Tacoma Dr SW
Lakewood, WA 98499
Ph – 253-581-4232
Email - mcruz@columbiabank.com

Trudy Cofchin, Secretary

LeMay Family Collection
325 152nd Street E
Tacoma, WA 98445
Ph – 253-272-2336
Email - tcofchin@comcast.net

Tommy Carson

America's Credit Union
1495 Wilmington Dr Suite 100,
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Email - tcarson@youracu.org

Jose Gonzales

Veterans Roofing
11104 Gravelly Lake Dr SW
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Email - info@veteransroofinginc.com

Elwis Johnson

Johnson Wealth Advisors
7403 Lakewood Dr W Suite 5,
Lakewood, WA 98499
Ph – 253-356-8612
Email - elwis@johnsonwealthadvisors.com

Timothy Vatter

Lightcurve
2516 S Holgate St
Tacoma, WA
253-320-8672
Email – tim.vatter@getlightcurve.com



August 16, 2024

To whom it may concern:

As the 2023-2024 Chair of the Board of the Lakewood Chamber of Commerce, I authorize Linda K. Smith, President/CEO, to contractually bind the Chamber with the City of Lakewood for Tourism and Event Promotion Services.

The only representative allowed to contract with the city is:

Linda K. Smith
President/CEO
Lakewood Chamber of Commerce
6310 Mount Tacoma Drive SW
Suite B
Lakewood, WA 98499
253-592-9400
lsmith@lakewood-wa.com

Sincerely,

A handwritten signature in black ink, appearing to read "Tammy Faelnar", with a long horizontal flourish extending to the right.

Tammy Faelnar
AA Meats
2023-24 Chair of the Board of Directors

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: | Memorial Day Concert |

Amount of Lodging Tax Funding Requested: \$7,500.00 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$7,500.00 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: | Lakewood Chamber of Commerce |

Mailing Address: | 6310 Mt Tacoma Dr SW |
| Suite B |
| Lakewood, WA 98499 |

Tax ID Number: | 91-0892937 |

Organization Unified Business Identifier (UBI) | 601021198 |
UBI Expiration Date: | September 30, 2025 |

Type of Organization: | Non-profit |
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: | Linda K. Smith |

Title: | President/CEO |

Telephone: | 253-582-9400 |

Email: | lsmith@lakewood-wa.com |

Signature:  _____

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): | May 23, 2025 |

b. Event Location: | TBA |

c. If there is a charge or fee for this activity, please describe how much and why.

| The event will be free of charge to attend. |

d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

| As part of our ongoing commitment to honor and celebrate the contributions of our nation's heroes, the Lakewood Chamber of Commerce is excited to propose a Memorial Day Concert. This event aims to provide a meaningful tribute to those who have made the ultimate sacrifice for our country, serving as a fitting kickoff to the three-day Memorial Day weekend.

The concert will be held on Memorial Day weekend, with potential venues including the Performing Arts Center at Clover Park High School or nearby Colonial Plaza. Both locations offer a fitting backdrop for this commemorative event, with the latter providing an opportunity for a larger outdoor gathering.

Featuring local musicians and ensembles, the concert will deliver a stirring musical tribute, including patriotic and classical pieces designed to honor and remember our fallen heroes.

The concert will complement the Arlington Project, at Clover Park High School, a moving display on the front lawn of the high school that commemorates the sacrifices of American soldiers.

The event will be an opportunity for the community to come together in reflection and respect, fostering a deeper appreciation for the significance of Memorial Day.

The Memorial Day Concert is intended to offer a distinct and heartfelt alternative to the many successful Veterans Day parades in Western Washington, which are already well-supported by Joint Base Lewis McChord. By focusing on Memorial Day, the concert seeks to fill a unique niche in our local events calendar, providing a dedicated space for remembrance and celebration.

We believe this event will not only honor those who have given their lives for our country but also foster regional spirit and engagement, making it a valuable addition to Lakewood's cultural and commemorative offerings. |

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

| Local restaurants services, and potentially accommodations in the future would see a positive economic impact, especially as the program grows and becomes a staple in our community. |

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

| The primary goal of the Memorial Day Concert is to honor and remember those who have sacrificed their lives for our country. By creating a meaningful and respectful event, we aim to foster community pride and engagement, and to offer a reflective and celebratory occasion for residents and visitors alike.

By hosting a well-promoted and high-quality event, we aim to attract visitors from surrounding areas who may choose to stay overnight in Lakewood, thereby boosting local tourism.

The concert is expected to generate increased sales for local businesses, including hotels, restaurants, and retailers, contributing to the overall economic vitality of Lakewood.

Conduct surveys with concert-goers to gather information on their travel plans, including overnight stays and spending in Lakewood.

Immediate benefits include increased revenue for local businesses, greater foot traffic, and heightened community visibility.

Building a successful annual event can establish Lakewood as a destination for Memorial Day activities, encouraging repeat visits and fostering long-term tourism growth. Tracking attendance trends, repeat visitor rates, and ongoing community engagement will help measure these long-term impacts.

The proposed Memorial Day Concert aligns with existing successful events in the region, providing a complementary opportunity for visitors. By leveraging partnerships with local businesses, hotels, and Clover Park High School's Arlington Project, the concert is positioned to attract significant attention and participation. The use of targeted marketing and collaboration with local stakeholders enhances the likelihood of achieving the desired economic and community outcomes.

The feasibility is supported by the strategic alignment with current community interests and the demonstrated success of similar events in neighboring areas. Effective tracking and monitoring methods will ensure that the project's impact is accurately measured and that adjustments can be made to maximize its benefits. |

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

| The funds allocated for the Memorial Day Concert are anticipated to boost overnight stays in Lakewood by attracting visitors from surrounding areas. Here's a detailed estimate of how the funds will contribute to this increase:

Marketing and Promotion:

A portion of the funds will be used for targeted marketing, including digital ads, social media promotions, and partnerships with travel influencers. This increased visibility is expected to reach a wide audience and drive interest in the concert, leading to more visitors planning overnight stays.

Quality and Scope of the Concert:

By investing in high-quality performances and a well-organized event, the concert is expected to attract a diverse audience, including those who are willing to travel and stay overnight to experience the event fully.

Complementary Activities:

The concert's timing aligns with Clover Park High School's Arlington Project, as well as Mountain View Funeral Home and Crematory's annual Memorial Day Remembrance Ceremony creates a multi-faceted experience that encourages visitors to extend their stay to participate in related activities.

Attendance Projections:

Based on similar events and our promotional efforts, we anticipate attracting approximately 500. Out of these, we estimate that 5% may choose to stay overnight in Lakewood the first year, given the appeal of the event and available accommodations.

By leveraging the funds effectively for marketing, creating an attractive event, and providing incentives for overnight stays, we anticipate a measurable increase in the number of people traveling to Lakewood and staying in paid accommodations in the next 3 years. |

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

| Based on the effectiveness of targeted marketing and the attractiveness of the event, we estimate that around 10% of the total event attendees (from the earlier estimate of 500) will travel from over 50 miles away. As the event becomes more well known, we anticipate an increase in the number of visitors travelling from greater distances.

Implementing surveys will help verify the distance traveled by attendees, providing data on how many traveled from more than 50 miles away. |

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

| Designed to be a regional draw, it is difficult to assume that out-of-state or international visitors would be a demographic to target. However, the high quality and significance of the event will make it an attractive destination for those interested in American history and commemorations and would be a welcome addition to out-of-state visitors itineraries if they are already planning a visit to Western Washington. |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

| As no other funding sources have been determined, the event relies solely on LTAC funds. This event will not be able to take place with lodging tax support. |

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

| Personnel - \$1,500
Administration - \$1,000
Marketing/Promotion - \$1,500
Talent - \$3,500 |

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$1,500.00	\$	\$1,500.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$1,000.00	\$	\$1,000.00
Marketing/Promotion	\$1,500.00	\$	\$1,500.00
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$3,500.00	\$	\$3,500.00
Talent			
TOTAL COST	\$7,500.00	\$	\$7,500.00
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*

*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

| | Yes | | No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$ | |

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year | | Amount awarded | |

No previous funding | |

11d. Indicate what efforts have been made to access funding from additional sources?

| No efforts have been made to date. |

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

| Currently, there are no additional organizations involved in this project. Our Armed Forces Connections Co-Chair is in the process of reaching out to local Veterans Groups and Associations to garner support and participation in this event. |

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

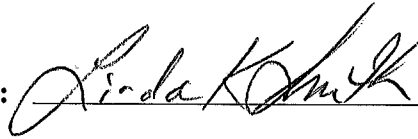
*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



Linda K. Smith, President/CEO

Printed Name & Title of Chief Administrator/Authorizing Official

August 16, 2024 |

Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Linda K. Smith

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.


Signature

Linda K. Smith, President/CEO
Print Name and Title

August 16, 2024
Date

1-2-1
27-2-1
S.

Department of the Treasury

G. A. Tornow
(206) 442-5110

**District Director
Internal Revenue Service**

Date:	In reply refer to:
FEB 24 1978	L-179, Code 423
SEA:EO:75-215	



▷ Lakewood Area Chamber of Commerce
P.O. Box 99084
Tacoma, WA 98409

Internal Revenue Code: Section 501(c) (6)
Form 990 Required: Yes No
Accounting Period Ending: September 31

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under the provisions of the Internal Revenue Code section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$50 or more to each of your employees during a calendar quarter. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act on remuneration of \$50 or more to each of your employees during a calendar quarter if, during the current or preceding calendar year, you have one or more employees at any time in each of 20 calendar weeks or pay wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt-status. Also, you must inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt From Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than \$5,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, for failure to file the return on time.

(OVER)

Form L-179 (Rev. 4-73)

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Please keep this determination letter in your permanent records.

Contributions to you as a chamber of commerce organization are not deductible under the provisions of section 170 of the Internal Revenue Code. Please advise your contributors to that effect.

Sincerely yours,



Michael Sassi
District Director



2025 Marketing Plan & Budget

Lakewood Tourism & Event Promotion Services

Our Objective

Facilitate and promote a community brand, increase job opportunities and economic prosperity, by increasing visitations and overnight stays into Lakewood

Linda K. Smith
lsmith@lakewood-wa.com

Table of Contents

1. Summary

- Our Organization
- Our Core Missions
- Our Marketing Leader

2. Objective

- Overarching initiatives
- Metrics to Measure Success

3. Target Market

- Local Consumers
- Regional Visitors
- Major National/International Events
- Reunions and Meetings

4. Market Strategy

- Promotion
- Process

5. Budget

6. Marketing Channels

- Print Publications
- On-line and Digital
- Social Media

Summary

Our organization

The Lakewood Chamber of Commerce and Visitor Information Center is located at 6310 Mt. Tacoma Drive SW in Lakewood, WA.

Our objective is to promote a favorable business climate through professionally coordinated business development and marketing strategies while promoting a healthy and desirable community in which to visit, live, work and do business.

Our core missions

Promoting the Community

Providing Networking Opportunities

Representing the Interests of Business with Government through Advocacy

Creating a Strong Local Economy

Our Marketing Leaders

Linda K. Smith

President/CEO

Over 40 years of experience in hospitality, marketing and event planning.

Scott Jonson

Office Manager and Visitor Information Center Coordinator

Over 30 years of experience in hospitality training and marketing

Objective

The Lakewood Chamber has the goal to continue serving as the lead destination marketing organization to encourage individual visitors and groups to come to Lakewood to overnight, shop, dine and tour the area through combined efforts of our lodging, restaurants, attractions, and retailers and meeting spaces. We offer more reasons for the visiting public to extend their stay at our Visitor Information Center. Individual travelers remain our primary focus.

In order to accomplish that, the Chamber will pursue the following:

We began focusing on a regional travel campaign for the past three years and it will continue to be our focus into 2025. We will continue to serve as the lead destination marketing organization, focusing on individual and family travelers to come to Lakewood to overnight, shop, dine and tour the area through combined efforts of our lodging, restaurants, attractions and retailers. Lakewood and surrounding areas offer the ideal getaway destination, with open spaces, clean environment, affordability and safety. We'll continue to offer more reasons for the visiting public to extend their stay with the resources available in our Visitor Information Center.

Provide optimum, full service visitor information/promotions in support of the City of Lakewood and surrounding area. We will continue to create print and digital publications, brochures and advertisements offering information addressing lodging, attractions, dining, tours and events, as well as on-line access to previously stated pieces on our web site.

The Chamber-operated Visitor Information Center will continue to ensure that we are the one-stop resource for out-of-town visitors 7 days a week (excluding federal holidays). Our Visitor Information Center located in the spacious lobby of the Chamber of Commerce is a true welcoming presence for the City of Lakewood.

The Chamber will produce an additional series of tourist destination videos and on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood.

We will continue to work with Tacoma-Pierce County Tourism Authority. As our regional "umbrella" organization, we collaborate with the Tourism Authority, providing tourism promotional collaterals and brochures to include in the Tacoma Visitor Information Center, assist them with updates about local events and activities, as well as serve as a resource for local photography needs.

We will continue to assist with amateur sporting competitions, as well as meetings and reunions in Lakewood. The Chamber can provide information on local dining, retail, attractions and lodging information for out-of-town participants to encourage spending in Lakewood.

The Chamber also supports and promotes activities and events through advertising, social media and posts of Lakewood Gardens, Thornewood Castle, Lakewood History Museum, Historic Fort Steilacoom, Lakewood Playhouse, our local parks, golf courses, gardens, lakes and more.

Metrics to measure success:

We will calculate local retail sales tax collected, as well as lodging tax receipts collected as our bottom line gauge. Detailed data is also made available by Tacoma Travel Authority. The latest figures by Dean Runyan show that travel spending in Lakewood exceeds \$93 million, providing more than 950 jobs. Local and state tax receipts total more than \$9.6 million. Average expenditures for a party of two, overnighting for two nights in Pierce County totals \$350 in revenue.

Target Market

People continue to prioritize and plan travel experiences. We are the ideal getaway for the Seattle/north, Spokane/east and Portland/south market. Close enough to drive to, but far enough that overnighting stays make sense. We'll continue promoting awareness of our local attractions, shopping and dining experiences through our social media and television ad campaign ~ as a safe, affordable place to visit ~ as well as the perfect central location for hub and spoke tours ~ encouraging visits and overnight stays. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State. We'll take advantage of any partnership opportunities with umbrella organization Tacoma Travel Authority that includes Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms.

Placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber will produce an additional series of tourist destination videos and on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood .

Market Strategy

Create awareness of our local attractions, shopping and dining experiences through a series of tourist destination videos to be aired on numerous cable channels with companion, printable on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood. Additionally, a social media campaign ~ promoting Lakewood as an affordable, family friendly place to visit and to overnight. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State on our web site. We will take advantage of any partnership opportunities with umbrella organization Tacoma Travel Authority that includes 2025 (tbd) Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms. Also assist Tacoma Travel Authority when bidding on upcoming meetings/reunions and amateur athletic events utilizing Lakewood.

Local placement of our lure brochures and events calendars at Visitor Information Centers in our region will also enhance awareness and encourage visitations.

The Chamber produces a full color lure brochure/package highlighting Lakewood's attractions. Also included in the lure jacket is a brochure listing all accommodations in the city. Another insert lists local attractions and recreational opportunities. A dining/restaurant insert and quarterly events calendar are also included in the lure package.

Budget

Over the course of the year, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Promotion & Advertising	\$50,000
Administration/Operations	\$35,000
Personnel	\$40,000
Total	\$125,000.00

Marketing Channels

Over the course of [current year], we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Lakewood Lure Brochures

Designed to provide detailed tourist information to the traveling public, with quality full-color shell and 4 separate information brochures providing information on the following:

Lodging Guide – 20,000

Restaurant Guide – 20,000

Attractions Guide – 20,000

Events Calendar – 30,000

These handy 4” x 9” guides will be provided to tourists, meetings/conferences and sporting events attendees. They will also be provided to new military personnel at monthly JBLM Orientations (a required program – seeing an average of 500 newcomers monthly). The packets will also be provided at lodging establishments for their guests. All of the information is also available online on the Chamber’s website, along with downloadable drive tour itineraries.

Visit Lakewood Tourism Promotion Videos

Designed to promote and encourage visitations to Lakewood. Videos to be showcased on digital marketing platforms, as well as cable television commercials and Youtube, complemented by online, downloadable/printable drive tour itineraries.

Attractions/Services Inventory

Designed to provide “anything and everything” front line personnel are asked by the visiting public. From Antique Stores to Zip Lining, this annual information resource is updated and available on the Chamber’s website.

www.Lakewood-Chamber.org

The website is significantly more interactive than past years, providing google map/directions technology, a page for each member business, which provides space for photos and videos. Over 89,000 unique visitors have visited the website between January and July of 2024.

<https://www.facebook.com/lakewoodchamber>

An efficient delivery system to provide followers with information on upcoming events, local attractions, restaurant and lodging information.

<https://twitter.com/LakewoodCofC>

An efficient delivery system to provide followers with information on upcoming events, local attractions, restaurant and lodging information.

Lakewood Chamber of Commerce

Lakewood Tourism & Event Promotion Services

Budget

Over the course of the year, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

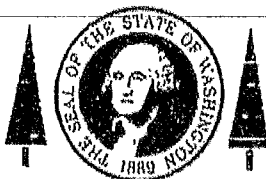
Marketing Expense	Estimated Price
Marketing Promotion & Advertising <i>Full Color Lure Brochure with Inserts</i> <i>Website Updating/Maintenance</i> <i>Destination Marketing Videos</i> <i>Television Ads and Placement</i> <i>Drive Tour Itineraries</i> <i>Welcome Posters</i> <i>Lakewood Goodie Bags</i> <i>Digital & Social Media Promotions</i> <i>SEELakewood Interactive Map</i>	\$50,000
Administration/Operations <i>Visitor Information Center Rent</i> <i>Telephone</i> <i>Computer</i> <i>Copier</i>	\$35,000
Personnel <i>President/CEO Program Development</i> <i>Visitor Services Coordinator</i> <i>Visitor Information Center Front Line</i>	\$40,000
Total	\$125,000.00

8:30 AM
08/07/24
Cash Basis

Lakewood Chamber of Commerce
Balance Sheet
As of July 31, 2024

	<u>Jul 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	
Checking* (Umpqua)	305.60
Money Market	428.86
Petty Cash	500.00
Total Checking/Savings	<u>1,234.46</u>
Total Current Assets	<u>1,234.46</u>
Fixed Assets	
Equipment	44,119.72
Furniture	2,414.42
Total Fixed Assets	<u>46,534.14</u>
TOTAL ASSETS	<u><u>47,768.60</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Deposits and Prepaid	5,513.38
Payroll Liabilities	
940 Taxes Payable	17.97
941 Taxes Payable	3,711.58
Company Retirement Simple IRA (Company Paid Portion 3% up to \$7,000 Annually)	699.90
Employee Retirement Simple IRA (Employee Paid Retirement SEP)	1,863.46
HSA Employee Contribution (HSA Employee Contribution)	1,000.00
Labor & Industries	41.62
State Unemployment	710.42
Supplemental Insurance	426.30
Payroll Liabilities - Other	50,514.31
Total Payroll Liabilities	<u>58,985.56</u>
Total Other Current Liabilities	<u>64,498.94</u>
Total Current Liabilities	<u>64,498.94</u>
Long Term Liabilities	
SBA Loan (12 month deferred payment. Term 30 years)	143,071.20
Total Long Term Liabilities	<u>143,071.20</u>
Total Liabilities	<u>207,570.14</u>
Equity	
Opening Balance Equity	25,421.19
Unrestricted Net Assets (Undistributed earnings of the corporation)	-154,463.93
Net Income	-30,758.80
Total Equity	<u>-159,801.54</u>
TOTAL LIABILITIES & EQUITY	<u><u>47,768.60</u></u>

223498
FILE NUMBER



DOMESTIC

STATE OF WASHINGTON | DEPARTMENT OF STATE

I, **A. LUDLOW KRAMER**, Secretary of State of the State of Washington and custodian of its seal, hereby certify that

ARTICLES OF INCORPORATION

of LAKWOOD CHAMBER OF COMMERCE
a domestic corporation of Tacoma, Washington,

was filed for record in this office on this date, and I further certify that such Articles remain on file in this office.

Filed at request of
Richard J. Kelley, Atty
P. O. Box 3302
Lakewood Center
Tacoma, Washington 98499
NON PROFIT

Filing and recording fee... \$ 20.00
License to June 30, 19... \$
Excess pages @ 25¢ \$

Microfilmed, Roll No. 1248

Page 200-205

In witness whereof I have signed and have affixed the seal of the State of Washington to this certificate at Olympia, the State Capitol,
September 12, 1972

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A. LUDLOW KRAMER
SECRETARY OF STATE

A. LUDLOW KRAMER
SECRETARY OF STATE

ARTICLES OF INCORPORATION
OF
LAKEWOOD CHAMBER OF COMMERCE

I, the undersigned, acting as the incorporator of a Corporation under the provisions of the Washington Non-Profit Corporation Act (RCW 24.03), adopt the following Articles of Incorporation for such corporation:

ARTICLE I

The name of the corporation shall be LAKEWOOD CHAMBER OF COMMERCE.

ARTICLE II

The period of duration of the corporation shall be perpetual.

ARTICLE III

The purpose for which the corporation is organized is to promote and perpetuate the business, financial, manufacturing, professional, and civic interests of Western Pierce County, in the State of Washington.

ARTICLE IV

Internal affairs of the corporation shall be regulated by the Constitution and By-Laws of the corporation.

ARTICLE V

The address of the initial registered office of the corporation shall be 10123 Plaza Drive S.W., Tacoma, Washington 98499. The name of the initial registered agent of the corporation at such address shall be JAMES WALTER.

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ARTICLE VI

The number of directors constituting the initial Board of Directors of the corporation shall be four (4). The number of directors shall be governed by the Constitution and By-Laws which shall not allow a number less than three (3).

The names and addresses of the persons who are to serve as the initial directors of the corporation are as follows:

President	JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
Vice-Pres.	EARL PARSONS	8405 Amber Drive S.W. Tacoma, Washington 98499
Secretary	FRANK JACOBS	625 North McCarver Tacoma, Washington 98403
Treasurer	MAX APPELGATE	4509 North Ferdinand Tacoma, Washington

ARTICLE VII

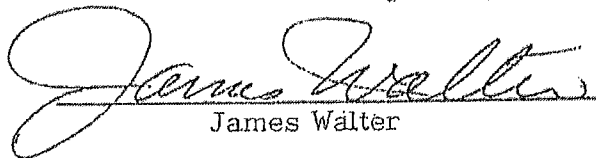
The name and address of the incorporator of the corporation is as follows:

JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
--------------	---

ARTICLE VIII

Upon dissolution of this corporation, and after all obligations thereof have been satisfied, any remaining assets thereof shall, by resolution of the last Board of Directors, be distributed to any one or more non-profit charitable corporation or organization carrying on activities within the State of Washington.

IN WITNESS WHEREOF, the incorporator hereinabove named has hereunto set his hand in triplicate this 7 day of September, 1972.


James Walter

RESOLUTION OF BOARD OF DIRECTORS

DESIGNATING REGISTERED OFFICE AND REGISTERED AGENT

WHEREAS under the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, is required to have and continuously maintain in the State of Washington a registered office and a registered agent, the latter to have an office identical with said registered office; and

WHEREAS said statutory provision requires that said registered office and registered agent be designated by a duly adopted resolution of the Board of Directors of said corporation; now, therefore,

IT IS RESOLVED by the Board of Directors of said corporation that the registered office of said corporation be, and it hereby is, designated as 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington.

IT IS FURTHER RESOLVED that the registered agent of said corporation be, and said agent hereby is, designated as JAMES WALTER, and that said registered agent is an individual residing in the State of Washington whose business office is identical with said registered office.

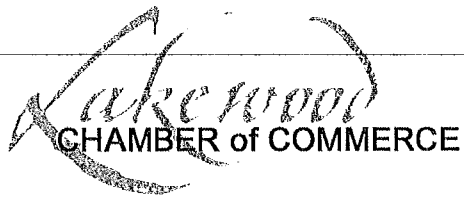
IT IS FURTHER RESOLVED that the Vice President of said corporation be, and he hereby is, directed to execute a verified statement of the aforesaid designation, and that the Secretary of said corporation be, and he hereby is, directed to certify as true this resolution and to file said verified statement and said certified resolution with the Secretary of State of the State of Washington.

DATED this 7th day of September, 1972.

THIS IS TO CERTIFY that the above is a true resolution of the Board of Directors of the LAKEWOOD CHAMBER OF COMMERCE.


Frank Jacobs, Secretary

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Board of Directors Meeting Minutes
July 23, 2024
8:00 – 9:30 am
Lakewood Chamber Office

Call to Order/Roll Call –Faelnar, Wheeler, Cruz, Larson, Cofchin, Wolf and Smith

Absent: Vatter

Additions/Deletions to the Agenda – None

Faelnar called the meeting to order at 8:08 a.m.

Consent Agenda –

1. May 28, 2024 Board Minutes
2. May 2024 Financial Reports
3. June 2024 Financial Reports

Wolf moved to accept the minutes and financial reports as presented. Cofchin seconded approval. M/S/C.

Chair of the Board Report – Faelnar reviewed the June General Membership Luncheon with Dave Parkhurst as program speaker who discussed AI. Excellent program.

Major General Mathew McFarlane, Deputy Commanding General, I Corps was the guest speaker at the Armed Forces Connection Meeting. Attendance is beginning to pick up with more participation from our military partners from not only the army, but air force and national guard. Co-chairs Carson and Colvin are working hard to provide dynamic speakers.

The first two BOSS Roundtable (Business Owners Strategizing Success) meetings were insightful and productive. Participating small business owners will determine how much time they wish spending on educational programming, aligned with general discussions and brainstorming sessions.

Dean Burke with the Tacoma-Pierce County Tourism Authority was our July General Membership Luncheon. Informative and interesting information regarding tourism and convention business post pandemic.

The Foot Golf Classic was well received by all participants. Smith mentioned the possibility of having a Glo Golf event in early October. The Board was receptive to the idea of additional non-dues revenue.

President's Report – Smith indicated her intent to apply for Lodging Tax funds from the city of Lakewood for FY 2025. Cofchin moved and Wheeler seconded approval to apply for the funds. M/S/C.

Smith was invited to attend a welcome luncheon for the Gimhae, South Korea Sister City delegation. She presented Washington state wine as a gift for each member of the delegation.

Morning MOJO networking events continue. The number of new host businesses is waning. Smith is rethinking whether the meet-ups will be cut back to two a month, or if they should continue to be offered three times as originally planned.

The Ambassadors have been spending several hours a month “blitzing” business areas in Lakewood. The visits to non-members include a small gift with a post card shot listing an invite to join the Chamber with a QR code that takes the recipient to the Chamber’s website. Plan is to revisit the businesses originally targeted for a follow-up. Response has been positive so far.

Smith noted that evening networking events are being requested and there has been no interest indicated by members to host an after hours after several attempts. Board suggestion: Have a Poker Run where Members visit different businesses and end up at the Chamber for final gathering/networking.

Veterans Roofing hosted a Night at the Tacoma Rainers in the USO Suite. The evening was a big hit with participating Members.

Smith extolled the tremendous value of the ORCA Business Pass program proposed by Pierce Transit. Participating Members would get over a 90% discount for the year-long passes and encouraged Board Members to consider signing up.

The Annual Board Retreat will be held on August 15, from 9:00 am to 3:00 pm. Location TBD: either LeMay Collections at Marymount or Banner Bank.

Smith reminded the Board that the Annual Meeting & Installation Banquet is slated for Thursday, September 12th at the Tacoma Country & Golf Club.

Adjourned: 9:13 am

Lakewood Chamber of Commerce 2024-25 BOARD OF DIRECTORS

Tammy Faelnar, Chair

AA Meats
5116 111th St SW
Lakewood, WA 98499
Ph – 253-588-7979
Email - info@aameats.net

Hailey Wheeler, Vice Chair

Heritage Bank
10318 Gravelly Lake Dr SW
Lakewood, WA 98499
Ph – 253-588-9866
Email - Hailey.Wheeler@HeritageBankNW.com

Michael Cruz, Treasurer

Columbia Bank
6202 Mt Tacoma Dr SW
Lakewood, WA 98499
Ph – 253-581-4232
Email - mcruz@columbiabank.com

Trudy Cofchin, Secretary

LeMay Family Collection
325 152nd Street E
Tacoma, WA 98445
Ph – 253-272-2336
Email - tcofchin@comcast.net

Tommy Carson

America's Credit Union
1495 Wilmington Dr Suite 100,
DuPont, WA 98327
Ph – 253-273-9816
Email - tcarson@youracu.org

Jose Gonzales

Veterans Roofing
11104 Gravelly Lake Dr SW
Lakewood, WA 98499
Ph – 206-960-7663
Email - info@veteransroofinginc.com

Elwis Johnson

Johnson Wealth Advisors
7403 Lakewood Dr W Suite 5,
Lakewood, WA 98499
Ph – 253-356-8612
Email - elwis@johnsonwealthadvisors.com

Timothy Vatter

Lightcurve
2516 S Holgate St
Tacoma, WA
253-320-8672
Email – tim.vatter@getlightcurve.com



August 16, 2024

To whom it may concern:

As the 2023-2024 Chair of the Board of the Lakewood Chamber of Commerce, I authorize Linda K. Smith, President/CEO, to contractually bind the Chamber with the City of Lakewood for Tourism and Event Promotion Services.

The only representative allowed to contract with the city is:

Linda K. Smith
President/CEO
Lakewood Chamber of Commerce
6310 Mount Tacoma Drive SW
Suite B
Lakewood, WA 98499
253-592-9400
lsmith@lakewood-wa.com

Sincerely,

A handwritten signature in black ink, appearing to read "Tammy Faelnar", with a long horizontal flourish extending to the right.

Tammy Faelnar
AA Meats
2023-24 Chair of the Board of Directors

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

Ia. Project Information

Project Name: Lakewood Historical Society & Museum

Amount of Lodging Tax Funding Requested: \$ 38,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 56,500
(Total Project Amount must match Project Budget column c "Total Project Cost")

Ib. Applicant Organization

Name of Applicant Organization: Lakewood Historical Society & Museum

Mailing Address: P.O.Box 98014, Lakewood, WA 98496

Tax ID Number: 91-19311462

Organization Unified Business Identifier (UBI) 601 967 631
UBI Expiration Date: 31 October 2024

Type of Organization: NON-PROFIT 501(c)(3)
(Non-profit, For-profit, Municipality, Private business, etc.)

Ic. Contact:

Name: Edward Voie

Title: President

Telephone: 253..255.7904

Email: edvoie@hotmail.com

Signature: _____

Paul A. Scott for Edward Voie

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): On-going, January thru December 2025.
- b. Event Location: The Lakewood History Museum in the Lakewood Colonial Center and various other locations within the Lakewood community.
- c. If there is a charge or fee for this activity, please describe how much and why. No fees are charged for Lakewood Historical Society programs, nor for visitors to the History Museum. Goodwill donations are accepted and always appreciated.
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The Lakewood Historical Society was founded in 1998 and opened the Lakewood History Museum to the public in October 2006. In September 2019, the History Museum moved to a new location in space previously occupied by the Terrace Restaurant and the lobby of the Lakewood Theater in the historical Lakewood Colonial Center. This location has greatly increased our exhibit space and enabled us to display items that have been in storage. This project and funding request is to provide funds that will continue to help support the operations, programs, special events, tourism promotion, activities and marketing related to the Lakewood Historical Society and History Museum. The Board of Directors hold the responsibility for the management of this facility, with the President and Executive Officers providing primary directions, assisted by other Board members and member volunteers.

This project is a year-round activity with the timelines being the same as the Society's fiscal year, January 1 thru December 31, 2025. The museum is currently open Fridays and Saturdays from noon to 4 p.m.

The Lakewood Historical Society goals include the strategic development and management of the History Museum, i.e. to collect, preserve, display and interpret Lakewood's rich history. The Society intends for the Museum to be a "tourist related" regional destination while meeting the needs of the local community through educational and historic exhibits, programs and events, to place an emphasis on marketing and tourism promotion and to partner with other museums and tourist attractions such as Lakewood Gardens, Historic Fort Steilacoom, Lewis Army Museum and the Dupont Museum to broaden visitor experiences that will encourage overnight stays at local hotels and motels.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The City of Lakewood and the community at large receive substantial benefits by having a local facility for the collection, preservation, interpretation and display of documents, photos, and other archival records and artifacts of historical significance. The Lakewood History Museum provides a place for donations to be incorporated into exhibits that provide a reflection of Lakewood's past.

Lakewood businesses will benefit from visitors to Lakewood and the Museum including motels, hotels, restaurants, Lakewood Towne Center stores and other area retail outlets. Other tourist venues will benefit from referrals, i.e., Lakewood Gardens, Fort Steilacoom Park, Historic Fort Steilacoom, Lewis Army Museum, DuPont History Museum. The Lakewood Chamber of Commerce Visitor Information Center benefits from referrals for information about Lakewood and the surrounding area and, in turn, the Lakewood Historical Society and Museum benefits from a close working relationship with the Chamber.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Goals: Sustain a local history museum that will continue to display and preserve the story of Lakewood's rich history through exhibits showing items of historic significance that reflect the purpose, mission and charter of the Lakewood Historical Society. Continue to explore ways to collaborate with other organizations in marketing endeavors to promote tourism throughout the City of Lakewood and the community. Participate in community events and activities aimed at generating and increasing overnight stays in Lakewood lodging facilities.

Monitoring: The Historical Society uses a guest register in the Museum to record visitor information including whether or not they are from out of town and/or overnight visitors. In addition to the Museum statistics, participant counts are conducted for Society programs, outreach, tours, educational activities and special events.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Various avenues of marketing, advertising and promotion are used to encourage people to visit Lakewood, including, but not limited to, advertising of the History Museum special events, educational programs of historical interest plus exhibits and displays in the Museum. Examples of advertising outlets that will be used include printed material such as The News Tribune, The Ranger and other local newspapers, the Lakewood Chamber of Commerce "e-blasts", the SubTimes "on line" daily newspaper, highway and City signage directing travelers to the Museum.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

The Society operates the Lakewood History museum as a "tourist related" regional destination while meeting the needs of the local community through displays, exhibits, educational programs and special events. Marketing of the Society and Museum plus tourism promotion while partnering with other nearby museums and tourist attractions will promote increased visitors to Lakewood and will encourage overnight stays at local hotels/motels.

Some of the marketing, advertising and promotions used to attract out of town visitors to the Museum and the Lakewood area include:

- press and broadcast media including the Society quarterly newsletter
- promotional materials such as the Society brochure, flyers and special advertisements
- publicity and promotion thru the Lakewood Chamber of Commerce
- partnership with the Heritage League of Pierce County and the Washington Museum Association
- creation of tourist-related special events and special interest movie nights shown free to the public

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The majority of visitors to the Lakewood History Museum are from the local community and surrounding area to include the rotating population of Joint Base Lewis-McChord with additional visitors from out of town who learn of the Museum through Society marketing, advertising and promotions, society programs and special events as well as from family and friends. Experience has shown that marketing special events has attracted people from other cities, mainly Seattle, Portland, Puyallup and Tacoma. The highway signs along I-5 at Bridgeport Way S.W. have attracted some out of state visitors, so it is working. This experience is expected to continue in 2025.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

If partial funding is necessary, all programs and activities would be reduced proportionally, except for fixed costs of administration, museum maintenance and lease payments, etc., which must be paid each month. Reductions would have to be made in marketing, graphic design services, advertising and promotion, management consultation services, and education opportunities.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

- \$ 8,000 - Marketing, Promotion, Advertising, Quarterly Newsletter, and Graphic Design Services
- \$15,000 - Administration including Museum lease payments, utilities, supplies, etc
- \$ 9,500 - Museum development, 3exhibits, displays and acquisitions
- \$ 1,000 - Minor equipment (computers, etc.)
- \$ 4,500 - Continue updating collections,, and update website

\$38,000

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Public/Private Foundation Grant	\$ 5,000	No	Jan-Dec
Museum Fund Drive, Contributions & Gifts, Fund Raisers and Other Events	\$ 6,000	No	Jan-Dec
Programs, Special Events & Activities	\$ 300	No	Various
Membership Dues	\$ 2,500	No	Various
Visitor & Program Donations and Memorial Gifts	\$ 2,500	No	Jan-Dec
Business Sponsorships			
Beginning Cash on hand 1/1/24			

*Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$ None	\$ None	\$ None
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$16,000	\$10,569	\$26,569
Marketing/Promotion	\$ 8,000	\$ 2,000	\$10,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$ None	\$ None	\$ None
Minor Equipment (computers, desks, etc.)	\$ 1,000	\$ 0	\$ 1,000
Travel	\$ None	\$ None	\$ None
Contract Services Describe below	\$ 8,500	\$ 3,000	\$ 11,500
Other Describe below	\$ 4,500	\$ 3,000	\$ 7,500
TOTAL COST	\$38,000	\$18,500	\$56,500 \$25,569 ending cash \$82,069
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Consulting Services- professional museum mgmt & support Special Fund Raising & Programs Museum Development Exhibits, Displays and Acquisitions		
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.

** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$38,500

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year	Amount awarded	No previous funding
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11d. Indicate what efforts have been made to access funding from additional sources?

The Society Museum Fund Raising Program is done on an annual basis. Requests will be made to the Nisqually Tribe Foundation and other associations

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Lakewood Historical Society and Museum has built collaborations with the City of Lakewood, the Lakewood Chamber of Commerce, Pierce County Libraries, the Heritage League of Pierce County, the Tacoma Historical Society, the DuPont Historical Society, Steilacoom Historical Museum Association, and Lakewood Gardens along with other local businesses and organizations.

In previous years, the Lakewood Historical Society has participated in the annual Lakewood SummerFest and the Lakewood Street Fairs on Motor Avenue. We hope to continue these events in 2025 along with the Chamber of Commerce events.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) Insurance is not an eligible cost.				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: _____



Edward Voie, President, Lakewood Historical Society

Printed Name & Title of Chief Administrator/Authorizing Official

Date 8-14-2014

d

CITY OF LAKEWOOD

**AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"**

As the person duly authorized to enter into such commitment for

LAKWOOD HISTORICAL SOCIETY

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.



Signature

Edward Voie, President, Lakewood Historical Society

Print Name and Title

8-14-2024
Date

NOV 06 2006

Date:

LAKWOOD HISTORICAL SOCIETY
C/O GARY FOWLER
PO BOX 98014
LAKWOOD, WA 98499-8014

Employer Identification Number:
91-1931462
DLN:
17053290049026
Contact Person: KENSE RILEY NORTON ID# 31172
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
DECEMBER 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
YES
Effective Date of Exemption:
OCTOBER 15, 1998
Contribution Deductibility:
YES

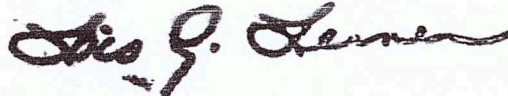
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)

Letter 947 (DO/CG)



STATE OF WASHINGTON
SECRETARY OF STATE

ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT CORPORATION

(For Chapter 24.03 RCW)

- Please PRINT or TYPE in black ink
- Sign, date and return original AND ONE COPY to:

CORPORATIONS DIVISION
801 CAPITOL WAY SOUTH • PO BOX 40234
OLYMPIA, WA 98504-0234

FILED
SECRETARY OF STATE
SAM REED

OCTOBER 5, 2006

FEE: \$20

EXPEDITED (24-HOUR) SERVICE AVAILABLE - \$50 PER ENTRY
INCLUDE FEE AND WRITE "EXPEDITED" IN BOLD LETTERS
ON OUTSIDE OF ENVELOPE

- BE SURE TO INCLUDE FILING FEE. Checks should be made payable to "Secretary of State"

STATE OF WASHINGTON

FILED: 1 1

10/05/2006 925266
\$40.00 Check #3049
Trading ID:
1177316
Doc No: 925266-001

FOR OFFICE USE ONLY

I

IMPORTANT! Person to contact about this filing GARY J. FOWLER	Daytime Phone Number (with area code) 253-584-3958
---	--

AMENDMENT TO ARTICLES OF INCORPORATION

NAME OF CORPORATION (As currently recorded with the Office of the Secretary of State)
LAKEWOOD HISTORICAL SOCIETY

UBI NUMBER 601 907 631	CORPORATION NUMBER (if known) 2-592129-7	AMENDMENTS TO ARTICLES OF INCORPORATION WERE ADOPTED ON Date: OCTOBER 3, 2006
----------------------------------	--	---

EFFECTIVE DATE OF ARTICLES OF AMENDMENT (Specified effective date may be up to 30 days AFTER receipt of the document by the Secretary of State)

Specific Date: _____ Upon filing by the Secretary of State

ADOPTION OF THE ARTICLES OF AMENDMENT (Please check ONE of the following)

The amendment was adopted by a meeting of members held on (specify date): **OCTOBER 3, 2006**. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

The amendment was adopted by a consent in writing and signed by all members entitled to vote.

There are no members that have voting rights. The amendment received a majority vote of the directors at a board meeting held on (specify date): _____

AMENDMENTS TO THE ARTICLES OF INCORPORATION ARE AS FOLLOWS
If necessary, attach additional amendments or information

SEE ATTACHED FOR DETAILS

SIGNATURE OF OFFICER
This document is hereby executed under penalties of perjury, and is, to the best of my knowledge, true and correct.

Gary J. Fowler **GARY J. FOWLER** **10-04-2006**
Signature of Officer Printed Name Date

INFORMATION AND ASSISTANCE - 360/753-7115 (TDD - 360/753-1485)

FOR OFFICE USE ONLY

FOR OFFICE USE ONLY

005-005 (05/02)

ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT INCORPORATION

Washington Nonprofit Corporations Act - 24.03

FEE: \$20
EXPEDITED FEE: +\$20

Filed: October 4, 2006

Contact:

Day Phone:

Gary J. Fowler, Treasurer
Lakewood Historical Society

253 / 584-3958; Fax 253/503-6847
gjfowler@hotmail.com

AMENDMENT TO ARTICLES OF INCORPORATION

Name of Corporation (As currently recorded with the Office of the Secretary of State)		
Lakewood Historical Society		
UBI Number	Corporation Account #	Amendments to Articles of Incorporations were adopted on
601 907 631	2-592129-7	Date October 3, 2006
Effective Date	Specified effective date may be up to 30 days AFTER receipt of the document by of	
Articles of	the Secretary of State)	
Amendment	<input checked="" type="checkbox"/> Upon filing by the Secretary of State	
PLEASE NOTE: EXPEDITED SERVICE REQUESTED		

Adoption of the Articles of Amendment

The amendment was adopted by a meeting of members held on October 3, 2006. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

Summary of Board approved Amendments to Articles:

Article I: Added principal office of the Society

Article III: Added "cultural" and "literary" to Purpose; included limiting use of Society earnings

Article VII: Added Provisions to Regulate Internal Affairs paragraph and modified Members

Article VIII: Substantial additions to Dissolution section in accord with RCWs and IRS Code.

Article IX: Added revised language on Indemnification in accord with RCWs

Article X: Added Conflict Of Interest Policy and Procedure commitment

**OF THE
LAKEWOOD HISTORICAL SOCIETY**

APPROVED: On October 3, 2006 the following amendments to the Articles of Incorporation were adopted by resolution at a meeting of the Board of Directors, in accord with the Society's Bylaws and current Articles of Incorporation. A quorum was present at the meeting (13 of 15 officers and directors) and the amendments received a unanimous vote, exceeding the required two-thirds (2/3) votes which members present were entitled to cast.

PURSUANT to the provisions of RCW 24.03.160, RCW 24.03.165 and RCW 24.03.170 of the Washington Nonprofit Corporations Act, the LAKEWOOD HISTORICAL SOCIETY adopts the following Articles of Amendment to the Articles of Incorporation filed with the Secretary of State of the State of Washington on the 15th day of October, 1998.

ARTICLE I – NAME AND LOCATION

The name of the corporation shall be the Lakewood Historical Society. The principal office of the Society is in the City of Lakewood in Pierce County, Washington.

ARTICLE II - DURATION

The period of duration of this Corporation is perpetual.

ARTICLE III - PURPOSE

Notwithstanding anything herein to the contrary, this corporation is organized exclusively for cultural, literary, educational, scientific, and other charitable purposes including for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code of 1986 or any corresponding section of any future federal tax code. No part of the earnings of the corporation shall inure to the benefit of, or be distributable to, its members, trustees, officers or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in this Article. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code of 1954, or the corresponding section of any future federal tax code, or (b) by a corporation, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code of 1954, or any corresponding section of any future federal tax code.

**AMENDMENT TO ARTICLES OF INCORPORATION
OF THE
LAKEWOOD HISTORICAL SOCIETY**

ARTICLE VII - PROVISIONS TO REGULATE INTERNAL AFFAIRS

1. The definition, limitation, and regulation of the powers of the Society, the directors, and the members shall be set forth in the bylaws including the number of directors and officers and their terms and duties which may be amended from time to time by the board. In all cases, whenever a provision of the articles of incorporation is inconsistent with a bylaw, the provision of the articles of incorporation shall be controlling.

2. Membership is open to anyone interested in the mission of the Society upon payment of annual dues as delineated in the Standing Rules. The categories of membership shall be Individual, Family and others as determined by the Board of Directors and recorded in the Standing Rules. Each category of membership shall be entitled to vote during any general vote or election of the society.

ARTICLE VIII - DISSOLUTION

The Lakewood Historical Society may be voluntarily dissolved by a recorded vote of not less than a two-thirds (2/3) of the members in good standing at a meeting attended by a quorum of the total membership. Notice of the proposed dissolution and the documented reason thereof, and the date, time, and place of the membership meeting shall be mailed to each member in good standing a minimum of twenty (20) days prior to the meeting scheduled to debate dissolution of the Society. If voluntary dissolution proceedings have not been revoked, then, when all debts, liabilities and obligations of the Society have been paid and discharged, or adequate provision shall have been made therefore, including the return, where possible, of all items held on loan or with other restrictions, then all remaining property and assets shall be distributed to one or more institutions or entities chartered for the same or similar purposes as the Lakewood Historical Society and shall be comparably exempt under the Internal Revenue Code of 1986, Sections 170(c) and 501(c)(3), or the corresponding sections of any future federal tax code, or, shall be distributed to the state or local government for comparable public purposes. No property or any of the proceeds shall be distributed to or inure to the benefit of any directors or members of the Society. When all property and assets of the Society have been transferred, conveyed or distributed as provided in the Articles of Incorporation, RCW 24.03.225 and RCW 24.03.240, the articles of dissolution shall be executed by an officer of the Society pursuant to RCW 24.03.240.

ARTICLE IX - INDEMNIFICATION

The Society shall indemnify, eliminate and limit the personal liability of a director to the corporation or its members, if any, for monetary damages for conduct as a director, PROVIDED, that such provision shall not eliminate or limit the liability of a director for acts or omissions that involve intentional misconduct by a director or a knowing violation of law by a director, or for any transaction from which the director will personally receive a benefit in money, property, or services to which the director is not legally entitled. Further, this provision does not eliminate or limit the liability of a director for any act or omission occurring before the date when such provision becomes effective.

ARTICLE X – CONFLICT OF INTEREST

F. A new Article X is added, titled Conflict of Interest, to read:

The purpose of the conflict of interest policy is to protect the Society's interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest if an officer or director of the Society or might result in a possible excess benefit transaction.

Each director, principal, officer, and member of a committee with governing board delegated powers shall annually sign a statement which affirms such person has:

- a. received a copy of the conflicts of interest policy,
- b. read and understands the policy,
- c. agreed to comply with the policy, and
- d. understands the organization is charitable and in order to maintain its federal tax exemption it must engage primarily in activities which accomplish one or more of its tax-exempt purposes

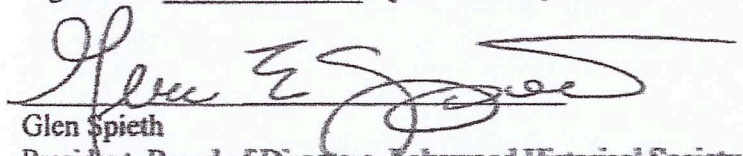
This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to nonprofit and charitable organizations.

APPROVED:


On October 3, 2006 the amendments to the Articles of Incorporation were adopted by Resolution by the Lakewood Historical Society Board of Directors. A quorum was present at the meeting and the amendment received at least two-thirds (2/3) of the votes which members present were entitled to cast.

The Articles will be presented to the general membership at the Annual Meeting of the Society on November 14, 2006 with a recommendation for ratification.

Signed this 3 day of October, 2006


Glen Spieth
President, Board of Directors, Lakewood Historical Society

Signed this 3rd day of October, 2006


TD Imholt
Secretary, Board of Directors, Lakewood Historical Society

LAKESWOOD HISTORICAL SOCIETY & HISTORY MUSEUM 2025 MARKETING PLAN & KEY OBJECTIVES

The Museum Marketing Committee will continue to coordinate strategies and activities with the City of Lakewood, Chamber of Commerce, Clover Park School District, JBLM, plus other museums including Lakewold Gardens and the Nisqually Tribe. All recommendations will be coordinated with the Society Board for review, input and approval. The museum's location across from the Best Western Lakewood Motor Inn offers excellent cross-marketing opportunities. The modernization and planned activities on the Colonial Plaza are also a valued asset.

- Website: Review and provide timely updates to the website highlighting Society programs and activities, reports and photos of recent programs and special events, current museum exhibits, past issues of the newsletter, and articles of interest. The website is available at www.lakewoodhistorical.org.

- Press and Media. Continue cultivation of relationships with print media, local news and online outlets. Submit short factoids on a planned basis throughout the year. Seek opportunities to submit items of interest to a broader regional press and specialized publications. Prepare and publish the newsletter on a quarterly basis highlighting Society activities and articles of historical and educational interest.

- Promotional Materials. Distribute Society brochures, flyers and newsletters in the Museum, at City Hall, Lakewood Chamber of Commerce, and at community events. Museum will continue the "Proud Supporter" membership-marketing fund raising campaign, plus "If you can't come to us, we will come to you" outreach program.

- Board Ambassador Program. Continue outreach to promote the Historical Society and Museum to the community, civic and service organizations, fostering collaborations and mutual support. Continue to participate in community events and activities sponsored by the City, the Chamber and other organizations.

- Highway Signs. Renew the lease with the State of Washington for highway signage directing traffic to the Museum. Maintain the directional signs already in place within the City.

- Outreach. Continue a film and museum tour program for local residents and hotel guests. Work to initiate a Nisqually Tribe early history program and exhibit. Initiate interactive historical programs for children in coordination with local schools. Successfully launched our new "you got books, we want them" program that re-purposes used hardbacks and paperback books for museum donation as well as increasing traffic flow.

LAKWOOD HISTORICAL SOCIETY
BALANCE SHEET
AUGUST 19, 2024

INCOME FROM OPERATIONS:

LODGING TAX GRANT	\$39,500.00
MEMBERSHIPS/DONATIONS	<u>6,055.00</u>
	\$45,555.00

OPERATING EXPENSES:

RENT	\$14,400.00
ADVERTISING/MARKETING	2,111.48
INSURANCE	2,032.00
MUSEUM CONSULTANT/COLLECTIONS	2,250.53
GENERAL & ADMINISTRATIVE	<u>1,687.93</u>
	\$22,481.94

**LAKWOOD HISTORICAL SOCIETY
LAKWOOD, WASHINGTON
BYLAWS**

Approved 07/28/2015

ARTICLE I – NAME AND LOCATION

- Section 1. The name of this organization shall be the Lakewood Historical Society (Society).
- Section 2. The Society operates a History Museum with displays and exhibits representing the history of the Lakewood area.
- Section 3. The Lakewood Historical Society is a non-profit 501(c) (3) organization with its principal office in the City of Lakewood in Pierce County, Washington.

ARTICLE II – MISSION

The mission of the Lakewood Historical Society is to identify, preserve and perpetuate the history of Lakewood.

ARTICLE III – MEMBERSHIP

- Section 1. Membership is open to anyone interested in the mission of the Society and upon payment of annual dues as delineated in the Standing Rules.
- Section 2. The categories of membership shall be Individual, Family, Association and Business.
- Section 3. Each category of membership in good standing shall be entitled to vote during any general vote or election of the Society.

ARTICLE IV – MEMBERSHIP DUES AND TERMINATION

- Section 1. The dues of the Society shall be set by the Board and may be revised as warranted.
- Section 2. Dues for Individual, Family and Associate membership shall be computed on a calendar year basis and shall be paid by March 1st. The Business Membership is renewable on the anniversary of the date they join. Members whose dues are delinquent after ninety (90) days will lose membership privileges until outstanding dues are paid.
- Section 3. Members failing to pay their dues shall be placed on the inactive list. Upon termination of membership, the former member shall have no right in the management or assets of the Society.

ARTICLE V – BOARD OF DIRECTORS

- Section 1. The Board of Directors (Board) shall consist of the four (4) elected officers and seven (7) elected directors. The immediate past President, if not assuming another Board position, shall be an ex-officio Board member.
- Section 2. All Board members must be members of the Society in good standing.
- Section 3. The Board may appoint Emeritus directors for outstanding service to the Society. Emeritus positions will be ex-officio.
- Section 4. A vacancy in any office of the Board shall be filled by appointment by the Board for the remainder of the term.
- Section 5. Board members shall read and sign a Conflict of Interest Statement annually as defined in the IRS code for nonprofit organizations.

- Section 6. The definition, limitation, and regulation of the powers of the Society, the Directors, and the members as set forth in the Bylaws shall regulate the internal affairs of the Society.
- Section 7. The Standing Rules provide additional guidance for Board members. Rules are approved by the Board and may be changed by a majority vote of the Board as deemed necessary. Standing Rules are not incorporated in the Bylaws.

ARTICLE VI – OFFICERS

- Section 1. The officers of the Society shall be President, Vice President, Secretary, and Treasurer and shall be elected by the membership at the Annual Meeting of the Society.
- Section 2. The term of office shall be for two (2) years, or until a successor is elected.
- Section 3. The President and Treasurer shall be elected in alternate years to the Vice-President and Secretary to ensure continuity for the organization.
- Section 4. The Officers’ duties are defined in the Standing Rules.

ARTICLE VII – DIRECTORS

- Section 1. The Directors shall consist of seven (7) members.
- Section 2. The term of office shall be two (2) years or until a successor is elected.
- Section 3. Director’s terms shall be staggered to provide continuity for the Society. Three positions shall be elected for a two year term and the other four will be elected in the following year for a two year term.
- Section 4. The Directors’ duties are defined in the Standing Rules.

ARTICLE VIII – NOMINATIONS

- Section 1. The Ad Hoc Nominating Committee shall consist of three (3) members of the Society with at least one (1) current member of the Board.
- Section 2. The Nominating Committee shall present a candidate for each office to be filled at least thirty (30) days prior to the Annual Meeting. In all cases the consent of the nominee shall be obtained prior to the election.
- Section 3. Nominees must be members of the Society in good standing.
- Section 4. Additional nominations may be made from the floor providing consent of the nominee has been obtained and is reported at the Annual Meeting.

ARTICLE IX – ELECTIONS

- Section 1. Elections shall be held at the Annual Meeting. A majority of votes cast shall elect. Voice vote may elect if there is only one nominee for each office. Results of the election shall be recorded by the Society’s Secretary.
- Section 2. The term of office shall commence at the close of the Annual Meeting.

ARTICLE X – MEETINGS

- Section 1. Regular meetings of the Board shall be held monthly as set by the Board. A majority of the members of the Board shall constitute a quorum for a regular or special meeting.
- Section 2. All meetings must be conducted in accord with the laws of the State of Washington and the IRS code applicable to nonprofit exempt organizations.
- Section 3. All Board members are entitled to a vote. A favorable vote by a majority of members present at a duly constituted meeting where a quorum is present shall signify a passing motion. Members may be polled to vote by phone or e-mail in

unusual situations, provided a record is maintained by the Secretary and ratified at the next Board meeting.

- Section 4. Special meetings of the Board may be called by the President or by one-third (1/3) of the Board members to be held as designated in the meeting announcement. A majority of the members of the Board shall constitute a quorum.
- Section 5. The Annual Meeting of the Society shall be in the fourth quarter of each year for the purpose of electing Officers and Directors, reporting to the membership, receiving committee reports, and voting on issues presented in advance by the Board. The meeting may be rescheduled by a Board resolution if necessary.
- Section 6. Special membership meetings may be called by the President, with a majority vote of the Board. Business shall be limited to that stated in the call for a special meeting.

ARTICLE XI – COMMITTEES

- Section 1. The President shall appoint the chairperson of each Standing Committee as listed in the Bylaws and shall appoint chairpersons of such Ad Hoc Committees as are applicable to the work of the Society or other such committees the Board of Directors may deem necessary.
- Section 2. Standing Committees are long term and meet on a regular basis shall include: Executive, Budget and Finance, Membership, Fundraising, Collections, Programs, Marketing and Historical Markers. Standing Committee chairpersons shall be Board members; other committee members may be selected from the general membership.
- Section 3. Ad Hoc Committees are those that are short-term or meet on a less regular basis and shall include: Nominating, Bylaws, or others as deemed necessary to the work of the Society. The Ad Hoc Committee shall include one Board member as liaison to the Board. Committee members may be selected from the general membership.
- Section 4. The makeup and duties of the committees is defined in the Standing Rules and may be revised.
- Section 5. Committee Chairpersons or liaisons to the Board shall report their activity at the Board meetings and shall present their proposed budget for the following year to the Treasurer and/or the Finance Committee Chairperson by the November Board meeting of each year.

ARTICLE XII – PARLIAMENTARY AUTHORITY

The rules contained in the most current edition of Robert's Rules of Order shall govern the Society in all cases to which they are applicable except when inconsistent with the adopted Bylaws or Articles of Incorporation.

ARTICLE XIII – AMENDMENT OF BYLAWS

- Section 1. Proposed amendments to the Bylaws may be suggested in writing by two (2) members of the Board, two (2) members of a Standing Committee, or by five members of the general membership for consideration.
- Section 2. It will be decided by the Board President if an Ad Hoc Committee needs to convene in order to review the proposed changes.
- Section 3. Amendments to the Bylaws may be made at any regular meeting of the Board by a majority vote, providing that the proposed amendments are submitted in writing to the full Board a minimum of seven (7) days prior to the meeting wherein the proposed changes are considered.

- Section 4. Any approved amendments to the Bylaws shall take effect at the close of the meeting wherein they were adopted.
- Section 5. Approved amendments to the bylaws shall be reported to the full membership at a general membership meeting, in the newsletter, by mail, or by other means.
- Section 6. A copy of the Amended Bylaws shall be filed with the Society's permanent documents as a matter of record, and with other agencies as may be required.
- Section 7. In all cases, whenever a provision of the Bylaws is inconsistent with the Articles of Incorporation, the provision of the Articles of Incorporation shall be controlling.

ARTICLE XIV – INDEMNIFICATION

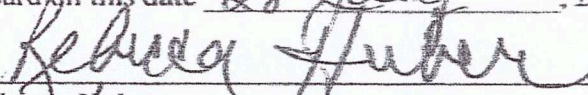
The Society shall indemnify, eliminate and limit the personal liability of a Director to the corporation or its members, if any, for monetary damages for conduct as a Director, provided, that such provision shall not eliminate or limit the liability of a Director for acts or omissions that involve intentional misconduct by a Director or a knowing violation of law by a Director, or for any transaction from which the Director will personally receive a benefit in money, property, or services to which the Director is not legally entitled. Further, this provision does not eliminate or limit the liability of a Director for any act or omission occurring before the date when such provision becomes effective.

ARTICLE XV – DISSOLUTION

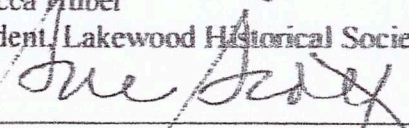
- Section 1. The Society may be dissolved by a recorded vote of not less than two-thirds (2/3) of the members in good standing present at a meeting called for this purpose. A notice of the proposed dissolution stating the reason thereof and the date, time, and place of the membership meeting shall be mailed to each member in good standing a minimum of ten (10) days prior to the meeting scheduled to debate dissolution of the Society.
- Section 2. If voluntary dissolution has been approved, all debts, liabilities and obligations of the Society shall be paid and discharged.
- Section 3. Adequate provision shall be made to return, where possible, all items held on loan. All remaining property and assets shall be distributed to one or more institutions or entities chartered for the same or similar purposes as the Society and shall be comparably exempt under the Internal Revenue Code of 1986, 501(c) (3), or the corresponding sections of any future federal tax code, or, shall be distributed to the state or local government for comparable public purposes.
- Section 4. No property or any of the proceeds shall be distributed to or inure to the benefit of any Directors or members of the Society.

APPROVAL BY BOARD OF DIRECTORS

The amended Bylaws herein were approved and adopted by the Lakewood Historical Society's Board on this date 28 July, 2015.



 Rebecca Huber
 President, Lakewood Historical Society



 Sue Scott,
 Secretary, Lakewood Historical Society

LAKWOOD HISTORICAL SOCIETY
BOARD MEETING
AUGUST 8, 2023

1. The meeting was called to order by Ed Voie at 3:05 p.m. Those in attendance: Ed Voie, Sue Scott, Phil Raschke, Glen Spieth, Linda Work, and Earl Borgert with Danielle Sharp on the phone. Absent: Kris Kauffman. Excused: John Burton.

2. No June minutes.

3. Treasurer's Report: No report; Sue had not reached Dollie Wild since Sue returned.

4. Items for discussion.

a. LHS has received a proposal for Collections Management. We will review and talk to the consultant.

b. The last City event on the plaza is this Saturday, Aug 12. Ed Voie, Linda Work, Glen Spieth and Phil Raschke will open the museum from 4-7:30. Linda will check with Linda Shehan.

c. Chris Erlich is planning to install the Tenzler Library exhibit this week.

d. Discussion regarding a mural in the hallway. Timeline of Lakewood? Ideas?

e. Discussion of items for the next Prairie Gazette: list of donors; 25th year of the Historical Society; books; new marker at Woodbrook Hunt Club.

4. The Board approved Ed Voie and Phil Raschke to prepare and submit a Lakewood lodging tax funding request for 2024.

4. The meeting was adjourned at 4 p.m. Next Board meeting Tuesday, Sept 5, at 3 p.m.

Sue Scott

Sue Scott, Secretary/Treasurer

LAKWOOD HISTORICAL SOCIETY

P.O. BOX 98014, LAKEWOOD, WA 98496
MUSEUM: 6114 MOTOR AVE. S.W., LAKEWOOD, WA 98499
MUSEUM PHONE: 253-682-3480
WEBSITE: www.lakewoodhistorical.org
Email: contact@lakewoodhistorical.org

2023 -2024 BOARD OF DIRECTORS

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Lakewood Historical Society

Because our history matters...

P.O. Box 98014 • Lakewood, Washington 98496 • 253-682-3480

Lakewood History Museum

6114 Motor Avenue SW
Lakewood, WA 98499
253-682-3480

Board of Directors

Ed Voie
President

Phil Raschke
Vice President

Sue Scott
Secretary

Directors

Earl Borgert
John Burton
Danielle Sharp
Kris Kauffman
Glen Spieth
Linda Work

Marketing Specialist
Newsletter Editor
Chuck Mathias

Email

contact@
lakewoodhistorical.org

Website

lakewoodhistorical.org



STATEMENT OF AUTHORIZING OFFICIAL

The overall operations of the Lakewood Historical Society, financial stability and continuing operation of the Lakewood History Museum is the responsibility of the Board of Directors.

The Board has designated the Society President and Vice President as authorized representatives to conduct the daily Society and Museum operations, financial matters and business operations and have authorized them to contractually bind the Society to agreements and/or contracts as needed to maintain operations on a consistent basis. Any and all major transactions, contracts, financial commitments and/or other major Society agreements require Board approval prior to finalizing.

Current authorized Society agents are:

Edward Voie, President
810 S. Jackson Ave
Tacoma WA 98465
253.255.7904

Phillip Raschke, Vice President
9933 Onyx Drive S. W.
Lakewood WA 98499
253.861.1366

Attested this 13th day of August 2024.

Sue Scott, Secretary/Treasurer
Lakewood Historical Society

The Historical Society is a 501(c)(3) not-for-profit organization;
your gift is tax-deductible to the extent allowable by law.

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Playhouse 86th Season: Stories about Building Community

Amount of Lodging Tax Funding Requested: \$100,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$342,113.00
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Arts Foundation dba Lakewood Playhouse

Mailing Address:
PO Box 99041
Lakewood WA
98496-0041

Tax ID Number: 88-2702652

Organization Unified Business Identifier (UBI) 601 798 601
UBI Expiration Date: 03/31/2025

Type of Organization: Non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Joseph C. Walsh

Title: Producing Artistic Director

Telephone: (253) 588-0042

Email: jwalsh@lakewoodplayhouse.org

Signature: *Joseph C. Walsh*

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): January 1, 2025 through December 31st, 2025
- b. Event Location: Lakewood Playhouse
- c. If there is a charge or fee for this activity, please describe how much and why.

Admission ranges from Pay-What-You-Can up to \$32 per performance. Each of the five main stage shows have one performance where admission is by donation ("Pay-What-You-Can"). On the other performance dates, admission ranges from \$25 to \$32. Admission is charged to partially offset the costs of production.

Our education programming costs between \$40-\$650 based on the length and intensity of the offering. These range from one-off classes to three week full-time summer production experience camps.

At Lakewood Playhouse we believe finance should not be a barrier to participation. So far we have awarded around \$10,000 in scholarships and hope to be able to do more in 2025.

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Lakewood Playhouse is on a journey of great change and growth. We are working to rebuild the reputation of the Playhouse while bringing back financial responsibility and stability and re-engaging with our mission to build community through theatre. We believe focusing on people, programming and partnerships is the path to success. Lakewood Playhouse will use Lakewood Lodging Tax and Tourism Promotion Funds to promote and support Lakewood Playhouse programming, special events and operations in the 2025 calendar year. We will use the Playhouse to promote the city of Lakewood, Washington as a destination for shopping, dining, recreation, and lodging.

These funds will cross over from our 86th-87th Seasons. Season 86 focuses on the theme of Building Community and Season 87 will explore the themes of Home and Family.

"One of the things that drew me to Lakewood Playhouse was its mission to build community through theatre. As I was thinking about titles for the 2024/25 Season, and learning more about the organization and its position in our community, it seemed essential to place that mission at the heart of our plans as we move forward into the next phase of our development. The plays of our upcoming season all center the theme of building community in stories of belonging, understanding, acceptance and hope. These plays will engage directly with our community and inspire conversation. Being one of the only theatres in the round in the region, our unique set-up inspires us to think outside the box and offer audiences the chance to experience and engage with these works face to face. We are planning talkbacks and events that will complement each of the titles and offer further space for conversation and community building, both inside and outside the Playhouse walls." Joseph C. Walsh

Season productions include:

THE LARAMIE PROJECT

By Moisés Kaufman and the members of Tectonic Theater Project

Directed by Joseph C. Walsh

"We are like this..."

The Laramie Project is a breathtaking theatrical collage that explores the complexity of identity and the human experience through the lens and voices of a community in crisis. In October 1998, a twenty-one-year-old student was kidnapped, severely beaten and left to die, tied to a fence in the middle of the prairie outside Laramie, Wyoming. His bloody, bruised and battered body was not discovered until the next day and he died several days later in an area hospital. His name was Matthew Shepard, and he was the victim of this assault because he was gay.

WORKING (Teen Educational Production)

Adapted by Nina Faso and Stephen Schwartz

Songs by Craig Carnelia, Micki Grant, Lin-Manuel Miranda, Mary Rodgers, Susan Birkenhead, Stephen Schwartz, James Taylor

From the book by Studs Terkel

Localized format conceived by Daniel C. Levine for ACT of CT

Directed by Suzy Willhoft

"I hear America singing!"

Your local workforce plays a role in this personalized version of Working, creating a unique and special production honoring your own community.

FOR COLORED GIRLS WHO HAVE CONSIDERED SUICIDE/WHEN THE RAINBOW IS ENUF

By Ntozake Shange

Directed by Michelle Matlock

"...somebody/anybody, sing a black girl's song, bring her out to know herself to know you..."

Join the circle as seven women share their stories and find strength in each other's truth, passion and humor. This fusion of poetry, dance, music and song explodes off the stage and touches the hearts and minds of all those who experience it. It's time for joy. It's time for sisterhood. It's time for colored girls.

THE SPITFIRE GRILL

Music and Book by James Valcq

Lyrics and Book by Fred Alley

Based on the film by Lee David Zlotoff

Directed by Maria-Tania Bades B. Weingarden

"And the light from these windows ain't sparkled this bright, not since I can remember back when, and my friends and my family are with me tonight and this old grill has come alive again!"

A troubled young parolee yearning for a fresh start follows her dreams to Wisconsin, based on a page from an old travel book, only to find a small town with a gritty heart aching with longing and regret. Unexpectedly discovering the healing power of community while working at The Spitfire Grill, Percy reawakens the entire town's capacity for rebirth, forgiveness and hope. Set to a melodic folk inspired score, The Spitfire Grill is a joyous celebration of human kindness.

THE WIZ (Season 87-pending rights)

Book by William F. Brown

Music and Lyrics by Charlie Smalls

From the story The Wonderful Wizard of Oz by L. Frank Baum

"When I think of home, I think of a place with love overflowing."

This smash Broadway musical sets Dorothy's adventures in the Land of Oz to a dazzling, lively mixture of rock, gospel and soul music!

ANNIE (Season 87-pending rights)

Book by Thomas Meehan

Music by Charles Strouse

Lyrics by Martin Charnin

"The sun'll come out tomorrow!"

Based on Little Orphan Annie by permission of The Media Tribune Services, Inc.

Leapin' Lizards! The irrepressible comic strip heroine takes center stage in one of the world's best-loved musicals.

People: These programs will actively engage with members of our community who have not been made to feel welcome at Lakewood Playhouse in the past. They offer opportunities for meaningful conversations and events that will go beyond the work on the stage. We as an organization have been engaging directly with our community to hear from them: Producing Artistic Director Office Hours, town halls, talkbacks, community yard sales and potlucks. We are intentionally diversifying our creative team, actors, teaching artists, board and staff to ensure that all voices are represented by the Playhouse.

Programming: Our 86th Season has been called by some the most compelling and diverse seasons of any theatre in the Pacific Northwest. We are confident this bold and exciting programming will retain our current audience while attracting new patrons and supporters from across the state and country. Season 86 has nearly doubled our number of subscribers already and we have an acquisition campaign that we will be running throughout the run of Godspell to turn all Godspell single ticket holders into subscribers.

Partnerships: As we have begun to develop new partnerships, the energy is palpable, other organizations and members of the community are excited to partner with the Playhouse and help to build a brighter future together. Partnerships are currently happening with Lakewold Gardens, The Museum of Glass, Clover Park High School, Thomas Morisada Studios, Tacoma Urban Performing Arts Center, The Youth Thespian Collective, Circle Up Productions, Tacoma Youth Symphony and Florida Theatrical Association. For our 86th Season we are building a playwright in residency position and offering space for members of the community to present theater or theatre adjacent workshops and classes.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Lakewood Playhouse is building partnerships and meaningful relationships with local artists, businesses and other not-for-profits. We have provided entertainment at Lakewold Gardens and will be collaborating with The Museum of Glass in Tacoma to bring theatre to special events at the museum. We have recently begun an artist in residency program which includes artists and organizations that are in need of space and support and are looking to expand these programs as we grow into the future.

Attendance at Lakewood Playhouse events brings patrons into the heart of one of Lakewood's premiere shopping and dining destinations. Studies show that patrons of live theatre spend considerably more money in the community than they did on their theatre ticket. The arts and culture sector on average, for every dollar invested into the nonprofit arts, six dollars in taxes are generated.

Strong not-for-profit organizations also have an impact on their communities beyond dollars. Communities with arts and culture organizations are seen as safer by their residents; they bring

residents closer together. Areas that are well-lit and have public art or murals (like the one currently being painted on Lakewood Playhouse) attract pedestrians, bicyclists and even auto traffic, which leads to safer and more vibrant communities. There is vast research which shows that a child with even minimal arts education performs better academically and socially than their peers. The arts work to unite people of different ages and from various ethnic and social backgrounds in common spaces that promote an increased understanding and acceptance of different cultures.

Lakewood Playhouse draws its audiences from a large swath of communities from King County to Thurston County and beyond. More than 75% of our audiences and artists live outside of the city of Lakewood. More than 25% of our audiences and artists live in King, Thurston, or other counties outside of Pierce. In 2023/24 we surpassed our goals for both patrons that traveled over 50 miles and out of state patrons. As we grow we are hoping that our collaboration with Florida Theatrical Association will bring performers from Lakewood Playhouse to Orlando and more performers from Orlando to Lakewood Playhouse.

As our education department gets back on track we are seeing an increase in student involvement from a larger footprint. As our programs get more attention our plan is to bring in more artists with a national profile for workshops, classes and performances. These artists will further widen our reach and appeal.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

The goal of Lakewood Playhouse's 86th and 87th Seasons is to establish Lakewood Playhouse as a force of positive change in our regional theatre scene and to collaborate with other local organizations and the City of Lakewood to make Lakewood Towne Center a destination for tourists from all over the state and country. We hope our diverse offerings this season will attract a new audience to the Playhouse. We want those individuals to become lifelong patrons of the Playhouse and the surrounding businesses for generations.

We believe this is the start of a new era for the Playhouse that will culminate in the creation of the Lakewood Performing Arts Center, which will house Lakewood Playhouse, Lakewood Theatre Company and the Lakewood Conservatory of Performing Arts. We believe within five years the Playhouse can be a major player in the PNW theatre ecosystem attracting regular patrons from Seattle to Olympia, and one-time and casual patrons from across the country.

We will track patrons through our box office system, collecting zip codes and monitoring distance of travel. We are also working to create Dinner and Show Packages with local restaurants and a Show and Stay package with the Lakewood Best Western. Packages like this will not only be a great promotion for both the theatre and local businesses, but an easy way to track our progress of attracting tourists and overnight guests.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

We believe our intentional focus on developing new audiences and engaging with artists who reflect the rich diversity of our community will result in a significant number of new patrons coming to the Playhouse and spending money at local businesses. We have also re-engaged with long-time patrons, offering new incentives for season ticket holders and new ways to engage directly with the work of the Playhouse. This strong historic base of support coupled with new audiences will help us redefine the Playhouse's position in the community and our place as an economic driver for Lakewood Towne Center and Lakewood in general. Lakewood Playhouse's reputation for high-quality theatre with excellent production values (and the public's perception of this through marketing), continues to grow. This success increases the Playhouse's profile and reputation, generating increased ticket sales and new patrons, all of whom spend money locally beyond our theater building. The involvement of theatre artists drawn by our increased reputation from farther afield, may also increase lodging in the area for extended family and friends.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Funds will allow us to implement new marketing strategies to reach audiences 50+ miles away. We have begun conversations with various publications that reach new areas and audiences for the Playhouse. We hope the story of our growth will encourage patrons to visit us from a wider catchment. Lakewood Playhouse is offering unique programming that cannot be found anywhere else.

- We have begun and will continue to present unique one-off workshops that are rarely offered elsewhere. These workshops include improv as character development, acting through song, musical theatre scene study and stand up comedy.

- Our 86th Season will offer shows that have not been seen in the area. Our production of The Laramie Project will be the first in the area since 2016 and For Colored Girls will be the first production in more than a decade. The Spitfire Grill will be the regional premiere of a new version of the show written in 2024 to update the material and offer more diverse casting possibilities. We believe these rarely seen pieces will draw patrons to the theatre.

- We will also use the funding to maintain our unique Theatre in the Round layout. This makes us a desired destination for theatre lovers and enthusiasts alike.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

In addition to the circumstances described in the answers to questions 5 and 6 above, Lakewood Playhouse is on a path of actively promoting ourselves both regionally and nationally. As members of the American Association of Community Theaters, we maintain an eye toward one day hosting or co-hosting their annual conferences. Our programming of re-imagined, new and classic theatrical material is specifically designed to garner more national attention and acclaim. Lakewood Playhouse is on track to become a cultural ambassador for our community. It will also become a model regionally and nationally of what a successful, well run and loved theatre can achieve.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

We have an operating budget in place to support this project. This budget has been approved with a small deficit and will be revisited every three months. We feel the strength of the season and offerings will bring in audiences above our current projections. After a few years of financial difficulties we have had to put efficiencies in place. These efficiencies are what is making continued operation of the Playhouse possible. This funding will allow relief from a number of those efficiencies and give us the opportunity for more marketing options to reach as wide an audience as possible.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

Personnel (salaries & benefits)

\$24,700 will go towards growing our staff. We have recently hired a full time Production Manager and our goal in 2025 is to make our Box Office/Company Manager Full time.

Administration (rent, utilities, postage, supplies, janitorial services, etc.)

\$19,800

\$10,000 for storage rental to store costumes, sets, and educational materials

\$3800 for telephone and internet

\$500 for postage for mailing and script return to licensing houses

\$1000 for Facility Supplies

\$1000 for Janitorial Supplies

\$1000 for Technical Maintenance and Labor (Programming Related)

\$1,500 for Facility Repairs, upgrades and Maintenance (we are working towards turning the side yard into a usable community space for education and small performances.

\$1000 for Xerox and Copy Service

Marketing/Promotion

\$15,000

\$1500 for Season Brochures printing and distribution

\$6000 for Posters (300 for each of 5 main stage productions, plus 300 Season posters, plus posters for special events, additional posters as necessary for other events, distributed via professional distribution)

\$700 for complimentary ticket cards to attract new audiences

\$1,800 Our website, updated frequently, and Constant Contact email campaigns

\$1000 Our paid Social Media Advertising, which reaches tens of thousands every month

\$2000 Print Advertising/display advertising in The Suburban Times, and others

\$2000 Miscellaneous other varied marketing expenditures, including in-house displays.

Direct Sales Activities (including trade shows, sales calls, and related travel

\$3,500

\$500 for materials, collateral, transportation and staff for Summerfest

\$500 for materials, collateral, transportation and staff for Tacoma Pride

\$500 for materials, collateral, transportation and staff for Art on the Ave

\$500 for materials, collateral, transportation and staff for Juneteenth Event in Tacoma

\$500 for materials, collateral, transportation and staff for Hilltop Street Fair

\$1000 for materials, collateral and transportation for AACT Annual Conference

Minor Equipment (computers, desks, etc.)

\$5,000

\$1000 for new microphone elements to match the skin tones of the actors

\$1000 for new microphone belts to match the skin tones of the actors

\$3000 for upgrades to office and lobby equipment.

Travel

\$1,500

\$1,500 for travel for community building and professional development opportunities in Washington, and nationally.

Contract Services

\$20,500

\$10,000 for Marketing Consultant to collaborate on Marketing Collateral

\$5,250 towards teaching artists including directors, choreographers and musical directors

\$5,250 toward directors, choreographers, musical directors, musicians and actors for our Mainstage Productions

Other

\$10,000

\$10,000 towards licensing for our programming this may include (The Laramie Project, For Colored Girls, The Spitfire Grill, The Wiz*, Annie*) *pending rights and approval

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Ticket Sales	\$101,325.00	No	12/31/25
Individual and Corporate Donations	\$135,788	No	12/31/25
Grant Income	\$5,000	Yes	1/1/25
Corporate Sponsorships	\$40,000		
Total	\$282,113.00		

*Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	a. Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$24,700	\$155,300	\$180,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$19,800	\$32,863	\$52,663
Marketing/Promotion	\$15,000	\$7,650	\$22,650
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$3,500	\$0	\$3,500
Minor Equipment (computers, desks, etc.)	\$5,000	\$6,300	\$11,300
Travel	\$1,500	\$500	\$2000
Contract Services Describe below	\$20,500	\$31,500	\$52,000
Other Describe below	\$10,000	\$8000	\$18,000
TOTAL COST	\$100,000	\$242,113	\$342,113.00
Description for Direct Sales Activities, Contract Services, Travel and Others	See breakdown of funds in section 9		
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.

** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

Yes

b. If you answered yes to 11a, how much funding did you receive in 2024? \$35,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year	Amount awarded	No previous funding
------	----------------	---------------------

11d. Indicate what efforts have been made to access funding from additional sources?

The organization is working hard to grow both earned and contributed income. We are reaching out to individual donors as well as season, show and education sponsors. We have recently begun a grant schedule to seek out and apply for more grants, locally, regionally and nationally.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Lakewood Playhouse is intentionally building relationships with local artists, businesses and other not-for-profits. We have provided entertainment at Lakewold Gardens and will be collaborating with The Museum of Glass in Tacoma to bring theatre to special events at the museum. We have also started collaborations with Tacoma Urban Performing Arts Center, University of Puget Sound, University of Washington- Tacoma, St. Joseph – St. John Episcopal Church, Juneteenth Committee, Lakewood Rotary Club and Clover Park School to name a few.

Our recent season or show sponsors included the Lakewood Towne Center, Geico Insurance, and Glass Works. These entities provide us with funding and/or in-kind services in exchange for logo placement, advertising, and show tickets. Advertisers included Tacoma Little Theatre, Dukesbay Productions, and Tacoma Musical Playhouse. We have recently rebranded, and the new Lakewood Playhouse marketing deck is being updated and refreshed for approaching more sponsors and advertisers.

As previously mentioned, we have recently participated in Summerfest and a fundraiser hosted by Lakewold Gardens. We will continue to maintain presences in these events, as well as collaborate with the Juneteenth Committee and Lakewood Rotary to further enhance our relationship with the community. We collaborate and cross-promote our programming with our neighboring theatre's in Tacoma, Federal Way, and Olympia and maintain memberships in local, state, and national theatrical support organizations, and local service organizations.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

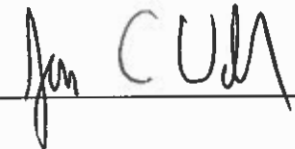
FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:  _____

Printed Name & Title of Chief Administrator/Authorizing Official
Joseph C. Walsh Producing Artistic Director

Date
8/18/2024

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

**AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"**

As the person duly authorized to enter into such commitment for

Lakewood Arts Foundation dba Lakewood Playhouse

COMPANY OR ORGANIZATION NAME


I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.



Signature

Joseph C. Walsh Producing Artistic Director
Print Name and Title

8/18/2024
Date

5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

1. Provide courtesy notification to Dana Kapla by August 16, 2024 of your intent to submit an application and whether you will submit electronically. The purpose of this notification is to ensure your application is received.
2. Submit complete application packet by 5:00pm, Monday, August 19, 2024
 - o Email application to dkapla@cityoflakewood.us, mail to City Hall (Attention: Dana Kapla), 6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Dana Kapla.
 - o Be sure to use application for FY2025 grant awards (template with preset font and margins)
 - o Late applications will not be accepted
3. All questions on application have been answered in a detailed, yet concise manner
4. Application has been reviewed and includes:
 - a. ✓ Signed E-Verify Declaration
 - b. ✓ Signature by a person authorized to bind the agency to a contract
 - c. ✓ Attachments that are no larger than 8½ by 11
 - d. ✓ For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter
N/A
 - e. ✓ Marketing plan for the proposed project
 - f. ✓ Operating budget for the proposed project
 - g. ✓ Your organization's most recent Balance Sheet
 - h. ✓ Your organization's Articles of Incorporation and/or Bylaws
 - i. ✓ Documentation showing your governing body's authorization to submit the grant request
Documentation consists of meeting minutes in which the governing body's resolution, motion or other official action is recorded. Examples include: "The board approves for (individual's name) to submit a Lakewood lodging tax funding request, or (Individual's name) has the governing body's authorization to make funding requests for (name of the agency).
 - j. ✓ List of your current Board of Directors or other governing body of your organization
The list must include names, phone numbers, addresses, and identify the principal officers of your governing body.
 - k. Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

1. Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, non-owned, leased or hired vehicles.
4. Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
5. Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or tkraus@cityoflakewood.us.
7. It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

**INTERNAL REVENUE SERVICE
EP/EO**

Internal Revenue Service
EP/EO Disclosure Desk
P.O. Box 2350 Los Angeles, CA 90059

LAKWOOD COMMUNITY PLAYERS

P O BOX 99041
TACOMA, WA 98499

Person to Contact:
F. Mirafior or L. Barragan
Telephone Number:
(213)894-4292
Refer Reply to:
90-268
Date: **AUG 22 1990**

RE: 91-0058229
LAKWOOD COMMUNITY PLAYERS

Gentlemen:

This is in response to your request for a determination letter of the above-named organization.

A review of our records indicates that the above-named organization was recognized to be exempt from Federal income tax in June 1942, as an organization described in Internal Revenue Code section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in section 509(a) of the code, because it is an organization described in section 509(A)(2).

This letter is to verify your exempt status and the fact that the determination letter issued on June 1942 continues to be in effect.

If you are in need of further assistance, please feel free to contact me at the above address.

We appreciate your cooperation in this regard.

Sincerely,

F. C. Mirafior

Disclosure Assistant

LAKEWOOD PLAYHOUSE

Building community through theatre

5729 Lakewood Towne Center Blvd SW
Lakewood, WA 98499
(253) 588-0042
info@lakewoodplayhouse.org
www.lakewoodplayhouse.org

Lakewood Playhouse Marketing and Direct Sales Plan 2025

Marketing/Promotion

\$15,000

\$1500 for Season Brochures printing and distribution

\$6000 for Posters (300 for each of 5 main stage productions, plus 300 Season posters, plus posters for special events, additional posters as necessary for other events, distributed via professional distribution)

\$700 for complimentary ticket cards to attract new audiences

\$1,800 Our website, updated frequently, and Constant Contact email campaigns

\$1000 Our paid Social Media Advertising, which reaches tens of thousands every month

\$2000 Print Advertising/display advertising in The Suburban Times, and others

\$2000 Miscellaneous other varied marketing expenditures, including in-house displays.

Direct Sales Activities (including trade shows, sales calls, and related travel

\$3,500

\$500 for materials, collateral, transportation and staff for Summerfest

\$500 for materials, collateral, transportation and staff for Tacoma Pride

\$500 for materials, collateral, transportation and staff for Art on the Ave

\$500 for materials, collateral, transportation and staff for Juneteenth Event in Tacoma

\$500 for materials, collateral, transportation and staff for Hilltop Street Fair

\$1000 for materials, collateral and transportation for AACT Annual Conference

Total Marketing and Direct Sales Activities: \$18,500

LAKEWOOD PLAYHOUSE

Building community through theatre

5729 Lakewood Towne Center Blvd SW
Lakewood, WA 98499
(253) 588-0042
info@lakewoodplayhouse.org
www.lakewoodplayhouse.org

Lakewood Playhouse 2025 Project Operating Budget

(Full 2024/2025 Operating Budget attached for reference on the following pages)

Personnel (salaries & benefits) **\$24,700**

\$24,700 will go towards growing our staff. We have recently hired a full time Production Manager and our goal in 2025 is to make our Box Office/Company Manager Full time.

Administration (rent, utilities, postage, supplies, janitorial services, etc.) **\$19,800**

\$10,000 for storage rental to store costumes, sets, and educational materials
\$3800 for telephone and internet
\$500 for postage for mailing and script return to licensing houses
\$1000 for Facility Supplies
\$1000 for Janitorial Supplies
\$1000 for Technical Maintenance and Labor (Programming Related)
\$1,500 for Facility Repairs, upgrades and Maintenance (we are working towards turning the side yard into a usable community space for education and small performances.
\$1000 for Xerox and Copy Service

Marketing/Promotion **\$15,000**

\$1500 for Season Brochures printing and distribution
\$6000 for Posters (300 for each of 5 main stage productions, plus 300 Season posters, plus posters for special events, additional posters as necessary for other events, distributed via professional distribution)
\$700 for complimentary ticket cards to attract new audiences
\$1,800 Our website, updated frequently, and Constant Contact email campaigns
\$1000 Our paid Social Media Advertising, which reaches tens of thousands every month
\$2000 Print Advertising/display advertising in The Suburban Times, and others
\$2000 Miscellaneous other varied marketing expenditures, including in-house displays.

Direct Sales Activities (including trade shows, sales calls, and related travel) **\$3,500**

\$500 for materials, collateral, transportation and staff for Summerfest
\$500 for materials, collateral, transportation and staff for Tacoma Pride
\$500 for materials, collateral, transportation and staff for Art on the Ave
\$500 for materials, collateral, transportation and staff for Juneteenth Event in Tacoma
\$500 for materials, collateral, transportation and staff for Hilltop Street Fair
\$1000 for materials, collateral and transportation for AACT Annual Conference

Minor Equipment (computers, desks, etc.) **\$5,000**

\$1000 for new microphone elements to match the skin tones of the actors
\$1000 for new microphone belts to match the skin tones of the actors
\$3000 for upgrades to office and lobby equipment.

Travel
\$1,500

\$1,500 for travel for community building and professional development opportunities in Washington, and nationally.

Contract Services
\$20,500

\$10,000 for Marketing Consultant to collaborate on Marketing Collateral
\$5,250 towards teaching artists including directors, choreographers and musical directors
\$5,250 toward directors, choreographers, musical directors, musicians and actors for our Mainstage Productions

Other
\$10,000

\$10,000 towards licensing for our programming this may include (The Laramie Project, For Colored Girls, The Spitfire Grill, The Wiz*, Annie*) *pending rights and approval

Total
\$100,000

Lakewood Playhouse Budget 2024/25

			Budget 24/25
Income			
4100 - Contributions			
	4110 - Individuals		\$ 25,000.00
	4120 - Corporate Philanthropic		\$ 80,000.00
	4130 - Foundations		\$ 18,000.00
Total 4100 - Contributions			\$ 103,000.00
4200 - Grants			
		LTAC	\$ 35,000.00
		Arts Fund Community Accelerator Grant	\$ 5,000.00
		Baker Foundation	\$ -
		Florence Kilworth	\$ -
		Forest Foundation	\$ -
		Fuchs	\$ -
		Pape Foundation	\$ -
Total 4200 - Grants			\$ 40,000.00
	Gala		\$ 20,000.00
Ad Sales			\$ 1,500.00
4500 - Box Office			
	4510 - Admissions		
		Theatre Shows (Single Tx)	\$ 101,325.00
	4520 - Subscriptions (Theatre & Movies)		\$ 17,825.00
	4530 - Gift Certificates		\$ -
Total 4500 - Box Office			\$ 118,950.00
4600 - F&B/ Merchandise			
	4610 - Food & Beverage		\$ 5,000.00
	4620 - Merchandise Sales		\$ 150.00
	4690 - Other		\$ -
Total 4600 - F&B / Merchandise			\$ 5,150.00
4700 - Theatre Rental			
	4700 - Theatre Rentals		\$ 2,000.00
Total 4700 - Theatre Rental			\$ 2,000.00
4800 - Education			
	4820 - Summer Camps		\$ 36,000.00
	4830 - Fall/Spring Classes		\$ 38,000.00
Total 4800 - Education			\$ 72,000.00
4900 - Miscellaneous Income			
		4930 - Used Equipment Sales	\$ 2,000.00
Total 4900 - Miscellaneous Income			\$ 2,000.00
Equipment Purchases from Reserve			\$ -
Total Income			\$ 364,600.00
Expense			
7000 - Salary Expenses			
	7010 - Wages		\$ 180,000.00
Total 7000 - Salary Expenses			\$ 180,000.00
7100 -Development/Fundraising			
	7110 - Receptions & Events		\$ 1,000.00
	7120 - Travel & Meals		\$ -
Total 7100 - Development/Fundraising			\$ -
7200 - Repairs & Maintenance			
	7210 - Facility Repairs & Maintenance		\$ 9,300.00
	7220 - Facility Supplies		\$ 1,000.00
	7230 - Equipment/Projects		\$ 1,000.00
	7240 - Tech Supplies		\$ -
	7260 - Facility Rental		\$ 10,000.00
	7270 - Technical Maintenance Labor		\$ 500.00
Total 7200 - Repairs & Maintenance			\$ 21,800.00

7300 - Marketing			
	7310 - Advertising		\$ 8,950.00
	7320 - Collateral Materials		\$ 1,000.00
	7330 - Marketing Communications		\$ 1,200.00
Total 7300 - Marketing			\$ 11,150.00
7400 - Office Expense			
	7410 - Email, Web, Apps & System		\$ 4,771.54
	7440 - Postage, Freight, Courier		\$ 500.00
	7480 - Supplies		\$ 9,500.00
	7470 - Telephone & Internet		\$ 4,953.64
	Water		\$ 11,168.40
Total 7400 - Office Expense			\$ 30,893.58
7500 - Production Costs			
	7530 - Royalties		
	7540 - Sets		
	7550 - Props		
	7560 - Costumes		
	7570 - Audio & Lighting		\$ 97,327.00
	7580 - Rentals		
	7585 - Rentals Stipends		\$ 1,500.00
	7587 - Misc Rental Expenses		\$ 500.00
	Total 7580 - Rentals		\$ 2,000.00
	7590 - Production Stipends		
	7591 - Show Crew Labor		
	7599 - Misc Production Costs		
Total 7500 - Production Costs			
7600 - F&B/ Merchandise Expenses			
	7610 - Food & Beverage		\$ 1,000.00
	7620 - Merchandise		\$ 150.00
Total 7600 - F&B/ Merchandise Expenses			\$ 1,150.00
8000 - Staff/Volunteers			
	8110- Education & Training		
	8130 - Volunteers, Misc		\$ 500.00
Total 8000 - Staff/Volunteers			\$ 500.00
8100 - Education Programs			\$ 25,000.00
8200 - Dues & Associations			\$ 600.00
8250 - Insurance			\$ 9,042.88
8400 - Bank Charges			\$ 100.00
8600 - Ticketing Fees			\$ 2,541.70
8700 - Professional Fees			
8800 - Sales Tax Expense			
9000 - Miscellaneous Expense			
"New Money" Reserve			
Anticipated Savings Reserve			
Total Expense			\$ 382,105.24
Net Income			\$ (17,505.24)

Lakewood Playhouse
Summary Balance Sheet
As of July 31, 2024

	<u>Jul 31, 24</u>
ASSETS	
Current Assets	
Checking/Savings	25,074.04
Other Current Assets	<u>29,641.10</u>
Total Current Assets	54,715.14
Fixed Assets	217,563.02
Other Assets	<u>300.00</u>
TOTAL ASSETS	<u>272,578.16</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	4,490.55
Other Current Liabilities	<u>26,693.62</u>
Total Current Liabilities	<u>31,184.17</u>
Total Liabilities	31,184.17
Equity	<u>241,393.99</u>
TOTAL LIABILITIES & EQUITY	<u>272,578.16</u>



ARTICLES OF INCORPORATION

OF

LAKESWOOD COMMUNITY PLAYERS

* * *

ARTICLE I

The name of this corporation shall be LAKESWOOD COMMUNITY PLAYERS and its principal place of business shall be at Lakewood, Pierce County, Washington.

ARTICLE II

All persons interested in participating in or supporting the work of the organization may, upon application and payment of dues, become members under the terms and conditions set forth in the by-laws. The by-laws may provide for more than one class of membership and shall specify the conditions of such memberships.

ARTICLE III

This is a non-profit corporation, organized for the purpose of fostering and developing interest in non-professional dramatics and theater work; the training of amateur talent; the giving of amateur performances; the building and maintenance of a dramatic library; the leasing, owning and/or operating of a building or space for the holding of meetings and the rehearsing and giving of performances; and for other kindred activities and purposes in the Lakes District, Pierce County, Washington. In order to fully carry out said purposes, this corporation is granted all usual corporate powers and authorities and is permitted to carry on any and all matters of business as may be necessary or desirable to effectually carry out the foregoing purposes.

ARTICLE IV

The affairs of this corporation shall be managed and controlled by its regular active membership, except such powers and duties as may be delegated to the officers and to a board of trustees known as a Board of Control. Officers and the members of the Board of Control shall be elected by the membership from its own number. These persons shall hold office under such terms and conditions as may be set forth in the by-laws of this corporation. The by-laws shall be adopted by a majority of the incorporators of this corporation and may be amended from time to time in such manner and under such conditions and with such notice as may be provided in said by-laws. The number of members of the Board of Control shall be fixed annually by the regular members, such number to be not less than five nor more than twenty-one.

ARTICLE V

These articles of incorporation may be amended by the execution and filing of supplemental articles of incorporation, the same to be signed in a manner similar to these articles of incorporation, all signers to be certified by the secretary as being members

of the corporation, and the number of signers to be not less than the number of signers to these original articles of incorporation, provided that if the entire membership at the time of such amendment is less in number than the number of present signers, then said amendatory articles may be executed by said lesser number of members.

ARTICLE VI

All members of the present unincorporated Lakewood Players and all of its officers and members of its Board of Control, shall, upon certification by its secretary, automatically become the first members, officers and members of the Board of Control of this corporation, for the remainder of the terms of said memberships or offices or until the next election as provided for in the by-laws of this corporation, whichever event occurs first.

WE, THE UNDERSIGNED, being desirous of forming a corporation under the provisions of Section 3863, Remington's Revised Statutes of Washington, do now subscribe to the foregoing Articles of Incorporation, in triplicate.

Paul H. Gillette _____
Audrey-Dean Albert _____
S. Gillian E. Thompson _____
Carlin Alden _____
Mrs. Edna R. Perry _____
Mrs. E. P. Rose _____
Mrs. C. H. Armstrong _____
Frances Ann Alden _____
F. W. Schubert _____
Alice Smutney _____
Nancy M. Mahon _____
Emma B. Hensell _____

STATE OF WASHINGTON)
County of Pierce) ss.

This is to certify that on this 28th day of May, 1941, A.D., before me, the undersigned, a Notary Public in and for the State of Washington, duly commissioned, sworn and qualified, personally appeared Ruth W. Gillette, Audrey-Dean Albert, Lillian

O. Thompson, Carlin Aden, Mrs. Edw. R. Perry, Mrs. E. P. Rose,

Mrs. C. H. Armstrong, Frances Ann Aden, F. W. Schwab, Alice

Sweeting, Wynne McMahon and Ezmah R. Henzell

to me known to be the persons described in and who executed the foregoing Articles of Incorporation in triplicate, and acknowledged that they signed and sealed the same as their free and voluntary act and deed, for the uses and purposes therein mentioned.

WITNESS, my hand and official seal the day and year in this certificate first above written.

Morton Clapp.
Notary Public in and for the State
of Washington, residing at Tacoma.

No. 93260

435

Articles of Incorporation

OF THE

Lakewood Community Players

Place of business Lakewood

Time of existence ----- years

Capital stock, \$ -----

STATE OF WASHINGTON, ss.

Filed for record in the office of the Secretary of State June 4, 1941
at 8:45 o'clock A. M.

Recorded in Book 271 Page 432-5

Domestic Corporations

Belle Reeves
Secretary of State.

Filed at request of

Norton Clapp

Tacoma Building

Tacoma, Washington

Filing and recording fee, \$ 5.00

License to June 30, 1941, \$

Certificate mailed JUN 9 - 1941

to above address.

Indexed

Photographed

S. F. No. 1108--1239--6M. 17115.

BY-LAWS OF THE LAKEWOOD COMMUNITY PLAYERS
DbA The Lakewood Playhouse
A Nonprofit Organization in the State of Washington
Approved July 13, 2021

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Article I: PURPOSES AND MISSION STATEMENT

Lakewood Playhouse, the cultural heart of our diverse community, creates engaging and entertaining theatre celebrating the human experience through the stories [that] we tell.

Article II: MEMBERSHIP

Section 1. This organization will not have any members.

Section 2. Any action that would otherwise require approval by a majority of all members or approval by the members requires only the approval of the Board of Directors. All rights that would otherwise vest in the members will vest in the Directors.

Article III: BOARD OF DIRECTORS

Section 1. Duties of the Board of Directors

The management and control of the organization shall be delegated to its officers and trustees, known as a Board of Directors (hereafter referred to as "The Board"). The Board will hire a Managing Director and/or Artistic Director (and other employees as necessary), who will be responsible for administrative operation of the theatre and its activities.

The Board of Directors shall read and understand its role in the Chicago Theatre Standard, participate in relevant trainings and be available to participate in the implementation.

Section 2. Conflicts of Interest of Board members

All transactions involving a member of the Board of Directors shall comply with applicable Federal and State laws that govern transactions between nonprofit, tax-exempt organizations and their directors. Any conflicts of interest that arise shall be disclosed.

Section 3. Election of the Board

Board members shall consist of a number of directors (not less than five (5) of more than eleven (11)) elected to a three-year term by the Board at an annual meeting held at the end of the regular season of the theatre (August 1 or such other date as determined by the Board) together with other officers (Secretary and Treasurer) as provided in these rules.

a. The President of the Board will appoint a nominating committee of three members for the purpose of selecting nominees to fill vacancies occurring on the Board. Nominations to the Board may be made by written petition. Such petitions must be received no later than six weeks prior to the annual meeting. Nominees whose names are submitted must have given their consent to serve and be acquainted with the duties involved.

b. At least thirty days prior to the annual meeting, an informational mailing or email will be sent to the Board.

c. Formal election of directors will take place at the annual meeting.

d. In the event of any unexpected vacancy on the Board, the Board may appoint someone to serve until the next annual meeting. At the next annual meeting, the expired position may be filled in the regular manner.

Section 4. Reelection

No director may serve more than two consecutive three-year terms without a break in service of at least one year. However, if a director is appointed to serve an expired position of less than one year, he/she/they will be eligible, if elected, to serve the two terms for which he/she would normally be eligible.

Section 5. Removal of Directors-Removal for Cause

(a) The Board may declare vacant the office of a Director on the occurrence of any of the following events:

- (1) The Director has been declared of unsound mind by a final order of court.
- (2) The Director has been convicted of a felony.
- (3) The Director has been found by a final order or judgement of any court to have breached duties on directors who perform functions with respect to assets held by Lakewood Playhouse.
- (4) The Director has failed to attend 3 meetings of the Board.

- If any director misses two consecutive meetings without prior notification, it will be the duty of the President of the Board to contact that director and assess that director's intention for future service on the Board. If that director misses a third consecutive meeting, the director's name will be brought up, discussed, and voted on for dismissal from the Board.

(5) Removal Without Cause - Any Director may be removed without cause if removal is approved by the Board of Directors.

Section 6. Resignation of a Director

Any Director may resign effective on written notice to the President, the Secretary, or the Board of Directors. The notice may specify a later time for the effectiveness of the resignation. If the resignation is effective at a future time, a successor may be elected to take office when the resignation becomes effective. A Director may not resign if the theatre would then be left without a duly elected Director in charge of its affairs.

Section 7. Officers within the Board of Directors

a. President and Vice President: At the first meeting following the annual meeting, the Board will elect one of the directors to serve as President and one as Vice President.

i. The President will preside at all meetings and perform the duties as set forth in these by-laws.

ii. The President will ensure that the Board email is regularly checked, and emails are replied to in a timely manner by a member of the Board.

iii. The Vice President will preside in the absence of the President and will perform other duties as assigned.

b. Secretary: At the first meeting following the annual meeting, the Board will elect one of the directors to serve as Secretary.

i. The Secretary will take the minutes of all Board meetings and maintain a record of all Board decisions.

ii. The Secretary will act as custodian of all records of the organization (including financial records)

iii. The Secretary will oversee Board correspondence.

c. **Treasurer:** At the first meeting following the annual meeting, the Board will elect one of the directors to serve as Treasurer.

i. The Treasurer will review the accounting system monthly and provide a Statement of Activities and a Financial Position report as of the last day of the previous month.

ii. An annual report will be prepared by the Treasurer and presented at the annual meeting. Which should be scheduled during the first month of the fiscal year which runs Aug 1-July 31st.

Section 8. Director Emeritus

A Board member who has provided distinguished service and exceptional dedication to the mission of the organization during their tenure may be elected as “Director Emeritus”. A nominating committee appointed by the Board President will review and present nominations for such positions, which will be subject to the majority approval of the Board. Directors Emeriti are non-voting members of the Board and serve a single three-year term of office. They are invited to attend all Board meetings, may participate fully in all deliberations of the organization, and may serve on any committee of the organization as appointed by the Board President. The Board shall not have more than five (5) Directors Emeriti at any given time. After a break in service of at least one year, a Director Emeritus may, at his or her request, ask to be considered for a return to full Director Status; in that situation, the procedures outlined in Article III, Section 2a will apply.

Article IV: MEETINGS

Section 1. Board Meetings

Board meetings will be held regularly at a time and place determined by the Board. A quorum to conduct the legal business of the Board at a meeting will consist of fifty-one percent of the Board members. In the absence of a quorum, the meeting may proceed and take preliminary action subject to ratification at a subsequent meeting with a quorum present. In case of emergency, business may be conducted electronically and ratified at the next meeting. The Chicago Theatre Standard will be an agenda item at the first Board Meeting of each fiscal year.

Section 2. Annual Meeting

The annual meeting will be scheduled and held on August 1, or such other convenient date selected by the Board. A report of all major activities occurring during the preceding year will be presented to the Board at the annual meeting and made part of the minutes. Written notice of the annual meeting will be provided to the Board thirty days prior to the annual meeting. Notice may be given by email. Such notice will state the date, time, and place of the meeting and any pertinent matters to be discussed. The Secretary or a designee shall compose a list of Board members in attendance, and those Board members may then elect officers and make motions or resolutions including adoption of by-laws. A simple majority of those Board members who are present at an annual meeting constitutes a quorum for the purpose of passing a resolution

or motion. A two-thirds majority of the Board members present at the annual or special meeting is required to amend the by-laws.

Section 3. Special Meetings

Any Board member may call a special Board meeting for good reason at any time with five (5) days' notice to all Board members.

Article VI: PARLIAMENTARY AUTHORITY

New Robert's Rules of Order will govern the organization in all applicable cases that are consistent with the by-laws or the special rules or orders of the organization.

L A K E W O O D
PLAYHOUSE
Building community through theatre

5729 Lakewood Towne Center Blvd SW
Lakewood, WA 98499
(253) 588-0042
info@lakewoodplayhouse.org
www.lakewoodplayhouse.org

In accordance with Article IV, Section 1 of the By-Laws of Lakewood Arts Foundation, dba Lakewood Playhouse, a meeting was held via email to approve by quorum the following language of authorization:

“The Board of Directors of Lakewood Playhouse approve Joseph C. Walsh, Producing Artistic Director to submit Lodging Tax funding request through the City of Lakewood.”

LAKELWOOD PLAYHOUSE

Building community through theatre

BOARD OF DIRECTORS - CONTACT LIST

Name	Position	Phone	Email	Address
Chris Blount	President	504-723-7994 (c)	cjblount504@gmail.com	1525 S. Washington St, Tacoma, WA 98405
Diane Tilstra	Treasurer	206-948-8309 (c)	diane@lakewoodplayhouse.org	820 South Larence St, Tacoma, WA 98405
Stephanie Huber	Secretary	253-682-7181	theatregeek18@gmail.com	11518 90th ave sw Lakewood, WA 98498
Thomas Charbonnel		253-318-5802 (c) 253-584-5518 (h)	tscharbonnel@gmail.com	11517 Clover Crest Dr SW, Lakewood, WA 98499
Darryin B. Cunningham		253-376-1354	darryinb.cunningham@gmail.com	19813 17th Ave Ct East Spanaway, WA 98387
Katie Hodge		253-304-6095 (c)	kvhodge@ft.newyorklife.com	5404 83rd St. SW P-302 Lakewood, WA 98499
Jean Watley			jwatley54@msn.com	

LAKELWOOD
PLAYHOUSE
Building community through theatre

5729 Lakewood Towne Center Blvd SW
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info@lakewoodplayhouse.org
www.lakewoodplayhouse.org

August 19, 2024

Dear City of Lakewood Lodging Tax Advisory Committee,

This document serves as authorization of Lakewood Arts Foundation d.b.a Lakewood Playhouse Board of Directors for the below named representative to contractually bind the organization in relation to the City of Lakewood "Application for Fiscal Year 2025 Lodging Tax Grant Funds".

Joseph C. Walsh
Producing Artistic Director
2508 Woods Dr., Apartment L, Steilacoom, WA 98388
781-732-0045

Thank you for your consideration.

Sincerely,



Chris Blount
President
Lakewood Playhouse Board of Directors

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: [Lakewood Sister Cities International Festival]

Amount of Lodging Tax Funding Requested: \$[23,500]
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$[23,950]
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: [Lakewood Sister Cities Association (LSCA)]

Mailing Address: [Lakewood Sister Cities Association]
[c/o 6427 Wildaire Rd. SW]
[Lakewood, WA 98499]

Tax ID Number: [31-1639695]

Organization Unified Business Identifier (UBI) [601-939-267]
UBI Expiration Date: [N/A]

Type of Organization: [Non-Profit]
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: [Connie Coleman-Lacadie]

Title: [President]

Telephone: [253.906.1346]

Email: [cjlacadie@aol.com]

Signature: Connie Coleman-Lacadie (original signature on file)

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): [July 19, 2025]
- b. Event Location: [Fort Steilacoom Park, 8714 87th Ave SW, Lakewood, WA 98498]
- c. If there is a charge or fee for this activity, please describe how much and why.
[The event is free to the public.]
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

[The Lakewood Sister Cities Annual International Festival, which showcases the diversity of Lakewood and surrounding communities throughout the South Puget Sound area will be participating in their 8th year at Summerfest. The public was definitely ready for new and exciting entertainment which the numbers of upwards of 35-50,000 attendees confirmed. The lineup for the International Stage was increased and new groups were introduced to our audience with the Native American Opening Blessing and traditional dance, groups representing our Sister Cities in Japan, Philippines, South Korea and China, local international groups from around the greater Puget Sound area, and a world-renowned Lion & Dragon Dance group out of Seattle. Again, the addition of a professional Sound System Company made a dramatic difference in capturing the music of so many cultures. We continue to provide a variety of kid activities to include origami, calligraphy writing in various languages, supported by our Pierce College international & domestic students and possibly some Dojo demonstrations. We are once again contracting with the renowned Seattle Lion Dance and a traditional fire dance group, which brought excitement and engagement of the audience. The community will not want to miss the 2025 International Festival as we bring the best of the best to our stage with beautiful costumes, traditional dance, and music.]

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The International Festival benefits many of which some direct beneficiaries are:

- Kids, parents, and community members from the greater Puget Sound area
- Local businesses
- Non-profit and commercial vendors
- Service organizations
- JBLM, LPD, WPFR
- City of Lakewood
- Pierce College For Steilacoom
- International community
- Our Sister City visiting delegations

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the

sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Lakewood Sister Cities Association's goals continue to focus on:

- Bring the number of participants attending closer to the turnout in 2019 – we did and far surpassed that number with the best and most exciting International Festival production to Summerfest
- Promote international organizations and local colleges to showcase their contributions to the community
- Heighten the excitement of the day by providing the best and adding world-renowned groups to the stage

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

[The support of the Lodging Tax Grant enables LSCA to continue to heighten the element of surprise and excitement by reaching out within our Lakewood community and beyond for entertainment groups and organizations to participate in the International Festival. Those performers bring family and friends for an extended stay to visit our restaurants, the Towne Center and other local businesses. The Association and City encourage our sister cities to plan a delegation to visit during this time to enjoy our city and the festival which equates to as many as 5-6 nights.]

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

[Traditionally we invite international groups to grace our stage from the South Puget Sound and north and south of Lakewood. They may travel as far as 50 miles in any one direction. The groups and their family and friends greatly add to the support noted in question 5 as they are ones that ready the performers between dances, they provide additional transportation for costumes, equipment, and family of which their greatest resource for our performers is moral support.]

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

[Annually we invite one of our sister cities to send a delegation or provide a world-renowned group to participate in the International Festival. Until COVID-19, many of the delegations added one of their countries chosen entertainment group. This adds additional visitors of up to 10 to support an additional stay of 2-3 days.]

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding has always had an impact on LSCA's ability to host this event with professional entertainment, acoustics and international groups joining their countries' delegation. Our goal is to provide the best of the best. As we all know expenses increase each year. Even today COVID has a significant impact as we continue to witness increases and as with most ventures it is hard to foresee additional increases in costs such as gas or any unforeseen changes or additional costs to the venue such as sound equipment, venue, etc. LSCA always reviews the end result of audience participation, performer's feedback, and expenses to note value added. Without full funding the value-added decreases.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

Funding will be used to support:

- \$10,500 – 15-17 international and local themed entertainment groups. This is an increase due to the additional hours the International Festival stage will be open
- \$6,300 – Contract Services, supplies/admin
- \$3,500 – Marketing
- \$3,200 – Professional Sound System

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Sponsors	\$250	No	UNK
Vendors	\$200	No	UNK
UNK	\$		
	\$		
	\$		

*Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	a. Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$0	\$0	\$0
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$1,500	\$0	\$1,500
Marketing/Promotion	\$3,500	\$200	\$3,700
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$0	\$0	\$0
Minor Equipment (computers, desks, etc.)	\$0	\$0	\$0
Travel	\$0	\$0	\$0
Contract Services Describe below	\$4,800	\$250	\$5,050
Other Describe below	\$13,700	\$0	\$13,700
TOTAL COST	\$23,500	\$450	\$23,950
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Services: Profession MC, International demos, kid's activities, face painter Other: Entertainment groups (16), Fire Performer, Professional Sound System)		
In-Kind Contributions	City of Lakewood, Pierce College Fort Steilacoom International Dept., APCC, Lakewood First Lions Club, LSCA BOD		

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.

** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

- City of Lakewood Summerfest includes the LSCA International Festival posters with their marketing media and provides a link on the Summerfest section of the city's website.
- Pierce College Fort Steilacoom, International Department Executive Director supported the festival with international/domestic student volunteers to host the kid's activities as well as promote our marketing pieces on their website.
- Asian Pacific Culture Center (APCC) promotes our event to their members and media outlets. They provide staff support to secure entertainment contracts and oversee the groups to ensure they are prepared and ready to perform as scheduled.
- Various local and international organizations provide a variety of social media. The entertainment groups also promote the event within their circle of influence and media outlets.
- LSCA members and officers share information with family, friends, colleagues on a variety of social media with a request to spread the word.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

- 1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
- 2. That it will abide by all relevant local, state, and federal laws and regulations;
- 3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
- 4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: *Connie Coleman-Lacadie* (Original signature on file)

Connie Coleman-Lacadie, President	August 18, 2024
Printed Name & Title of Chief Administrator/Authorizing Official	Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

**AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"**

As the person duly authorized to enter into such commitment for

Lakewood Sister Cities Association (LSCA)

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.

Connie Coleman-Lacadie (original signature on file)

Signature

Connie Coleman-Lacadie, President

Print Name and Title

August 18, 2024

Date



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
4/15/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).


PRODUCER Fournier 5712 Orchard St. W. University Place, WA 98467	CONTACT NAME: Nora Hale PHONE (A/C, No, Ext): (253) 565-9602 E-MAIL ADDRESS: norah@fournierinsurance.com	FAX (A/C, No): (253) 473-5363
	INSURER(S) AFFORDING COVERAGE	
INSURED Lakewood Sister Cities Assn. c/o Mike Brandstetter 6427 Wildaire Rd SW Lakewood, WA 98499	INSURER A : American Fire and Casualty Company	NAIC # 24066
	INSURER B :	
	INSURER C :	
	INSURER D :	
	INSURER E :	
	INSURER F :	

COVERAGES	CERTIFICATE NUMBER:	REVISION NUMBER:
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THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			BLA56480197	5/3/2024	5/3/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 15,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$ \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y / N	N / A				<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER City of Lakewood 6000 Main Street Lakewood, WA 98499	CANCELLATION SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
---	--

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **JAN 30 2004**

LAKWOOD SISTER CITIES ASSOCIATION
6000 MAIN ST SW
LAKWOOD, WA 98499

Employer Identification Number:
21-1631695

DEN:

1702307718463

Contact Person:

ERIC J. BERTHELSEN

ID# 31323

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

170(b)(1)(a)(vi)

RECEIVED

FEB 3 2004

CITY CLERK'S OFFICE

Dear Applicant:

Our letter dated May 1999, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity during an advance ruling period.

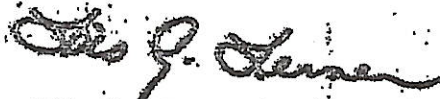
Based on our records and on the information you submitted, we are pleased to confirm that you are exempt under section 501(c)(3) of the Code, and you are classified as a public charity under the Code section listed in the heading of this letter.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CO)

**Lakewood Sister Cities Association
2025 International Festival
Marketing Plan**

The Lodging Tax Grant funds of \$23,500 will be used for:

- Marketing - \$3,500
 - Freedom Fair, Showcase Media, New Member Guide (JBLM), Posters, Farmer's Market, Suburban Times, Military Newspapers, international newspapers
- Entertainment – \$10,500
 - 16 international groups, local groups, Lion Dance, Fire Dancers
- Sound System (Professional) \$3,200
- Contract Services - \$4,800
 - Pavilion, Fire Dancer permit, Farewell to Sister City delegation, Set up/breakdown crews, volunteer support, maintenance support, international demos, kid activities, face painter,
- Supplies/Admin - \$1,500
 - Weights, Tents, Shade fans, Gifts for visiting delegation, Miscellaneous

2025 Festival Budget (\$23,500)

Expenses	Est Cost	Actual	Total Paid	Service/ Product
Marketing	\$3,500.00			Freedom Fair, Showcase Media, New Member Guide, Posters, Farmer's Market, Banners, etc.
Entertainment	\$10,500.00			16 International themed groups, local groups, Fire Dancer, Lion Dance
Sound System	\$3,200.00			Professional Company
Contract Services	\$4,800.00			Pavillion, Professional MC, international demos, kid activities, face painter
Supplies/Admin	\$1,500.00			Tents, shade fans, set up/breakdown crews, maintenance support
Total	\$23,500.00	\$0.00	\$0.00	

**Lakewood Sister Cities Association
Balance Sheet**

	2017	2018	2019	2020	2021	2022	2023
Cash on Hand	\$8,972.24	\$9,210.14	\$9,157.02	\$25.20	\$1,556.90	\$1,846.70	\$3,644.20
Revenues	\$9,368.35	\$8,017.12	\$9,918.80	\$3,123.70	\$6,104.93	\$11,503.50	\$20,542.73
Expenses	\$9,130.45	\$8,070.24	\$19,101.02	\$1,592.00	\$5,814.93	\$9,706.20	\$21,887.71
Total Net Assets	\$9,210.14	\$9,157.02	\$25.20	\$1,556.90	\$1,846.70	\$3,644.20	\$2,292.22

ARTICLES OF INCORPORATION

LAKWOOD SISTER CITIES ASSOCIATION

The undersigned, residents of the State of Washington, a majority of whom are citizens of the United States, desiring to form a Non-Profit Corporation under the laws of the State of Washington (REVISED CODE OF WASHINGTON 24.03), do hereby certify:

ARTICLE I - NAME

The name of the Corporation shall be LAKWOOD SISTER CITIES ASSOCIATION.

ARTICLE II - REGISTERED OFFICE

The address of the initial registered office of this Corporation is c/o City of Lakewood, 10510 Gravelly Lake Drive SW, Suite 206, Lakewood, Washington 98400, Pierce County, and the name of its initial registered agent at such address is ALICE M. BUSH. The written consent of such person to serve as

ARTICLE III - PURPOSES

The purposes for which this Corporation, a nonprofit charitable organization, is formed are:

1. To maintain and encourage educational, cultural, economic, trade, and tourism opportunities for the greater Lakewood community through the sister city experience; and
2. To engage in any other lawful activity which may hereafter be authorized from time to time by the membership of the Association; provided, however, that the purposes for which the Corporation is formed shall be consistent with Section 501(c)(3) of the Internal Revenue Code.

ARTICLE IV - MEMBERSHIP

The management of this Corporation shall be vested in the membership of the Association. The membership, and the method of selecting officers, shall be fixed by the Bylaws of this Corporation; provided, that the initial officers shall be

ARTICLE VIII - LIMITATIONS

this Corporation shall inure, in whole or in part, to the benefit of, or be distributable to, any member, officer, trustee, director, or other private person having a personal or private interest in the activities of the Corporation, or to any person or organization other than an organization which is exempt from federal income taxation under Sections 501(a) and 501(c) (3) of the Internal Revenue Code, except that the Corporation shall be authorized and empowered to pay

distributions in furtherance of the purposes set forth in Article III hereof.

ARTICLE IX - TRANSACTION INVOLVING DIRECTORS

1. No contracts or other transactions between this Corporation and any other Corporation, and no act of this Corporation shall in any way be affected or otherwise interested in, or is a trustee, director, or officer of, such other Corporation.
2. Any member and officer, individually, or any firm of which any trustee may be a member, may be a party to, or may be pecuniarily or otherwise interested in, any contracts or transactions of the Corporation; provided, that the fact to or shall have been known by the Association or a majority director.

ARTICLE X - DISTRIBUTIONS UPON DISSOLUTION

Upon the dissolution of this Corporation, all of its assets remaining after payment of creditors shall be distributed for one or more exempt purposes within the meaning of Section 513(c) (1) of the Internal Revenue Code, or the corresponding section in any future revised tax laws, to or for the benefit of the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of Pierce County, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes. In no event shall any of the Corporation's assets be distributed to the officers, directors, or members of the

ARTICLE XI - AMENDMENTS

This Corporation reserves the right to amend, alter, change, or repeal any provision contained in these Articles of Incorporation by the affirmative vote of a majority of the members present at a meeting of the Association.

ARTICLE XII - DURATION

~~The period of duration of this Corporation shall be~~

ARTICLE XIII - INCORPORATOR

The name and address of the incorporator is:

Name

Address

Pat Cavendish

c/o City of Lakewood
10510 Gravelly Lake Dr. SW, Suite 206
Lakewood, WA 98406

DATED: _____

Incorporator

CONSENT TO APPOINTMENT OF REGISTERED AGENT

I, ~~Alice M. Bush, CMC~~, ~~Washington~~, for **LAKWOOD SISTER CITIES ASSOCIATION**, I understand that as agent for the Corporation, it will be my responsibility to accept service of process in the name of the Corporation; to forward all mail and license renewals to the appropriate officer of the Corporation; and to immediately notify the Office of the Secretary of State of my resignation or of any changes in the address of the registered office of the Corporation for which I am agent.

DATED: _____

ALICE M. BUSH, CMC
General Services Director/City Clerk
City of Lakewood

10510 Gravelly Lake Dr. SW, Suite 206
Lakewood, WA 98406



Re: Pictures I may hav PNW Annual Meeting Lodging Tax Grant 20 Re: Lodging Tax Gran

Compose

Keep as New Move Delete Spam More

18

Re: Lodging Tax Grant 2025

AOL/Sent

AD

Today on AOL

New Mail 26

Old Mail

Starred

Drafts

Sent

Spam

Recently Deleted

Less

Views Hide

Contacts

Photos

Documents

Subscriptions

Receipts

Credits

Travel

Folders Hide

New Folder

Saved Mail

2022 Candidates

2022 Connie

2023 PNW

2023 Open House

2023 Screening Center

2024 Festival

2024 Vol Her

2024 Video Rec...

2025 PNW RTP

22-23 Gribble M...

Alaska PDW

Alaska FEW/Bois...

Atastacia

Anecdot 5/5/24

Archive

Auction Items 2024

Banning Sister City

Boys



Connie Coleman-Lacadie

From: cjlacadie@aol.com

To: Mike Brandstetter, Michael Lacadie, Enrico Picardal, Cindy Schaarschmidt, Kathleen Hoban and 4 more...



Sun, Aug 18 at 8:38 PM



Motion seconded by James Kim.

Approved by: Michael Lacadie, Enrico Picardal, Kathleen Hoban, Herb Stumpf, Julia Woodworth

Non-Voting Members: Brynn Grimley and Cindy Schaarschmidt

Thank you.

Connie

Connie Coleman-Lacadie
253.906.1346

Chad: Romans 8:31&32

On Sunday, August 18, 2024 at 07:10:58 PM PDT, Connie Coleman-Lacadie <cjlacadie@aol.com> wrote:

For the record:

LSCA needs to file an application for the 2025 LTAC Grant. Since we do not meet over the summer prior to the date of August 19, I am using this email to confirm the requirement of approval for me to submit the application.

Michael Lacadie moved to approve Connie Coleman-Lacadie, President, to complete and submit the 2025 LTAC Application to support the International Festival.

Second

All in favor of the motion as stated, please respond by noon, August 19.

Connie

Connie Coleman-Lacadie
253.906.1346

Chad: Romans 8:31&32



LAKEWOOD SISTER CITIES BOARD MEMBERS



NAMES & ADDRESSES
Councilmember Michael Brandstetter (COUNCIL LIAISON/ TREASURER) 6427 Wildaire Rd SW Lakewood WA 98499 253.230.5406
Connie J. Coleman-Lacadie (PRESIDENT) 10208 101 st Ave. CT SW Lakewood, WA 98498 253.906.1346 Michael R. Lacadie (BOARD MEMBER) Same Address as above 253.906.1346
Kathleen Hoban (VICE PRESIDENT) 10204 101 st Ave Ct SW Lakewood, WA 98498 253.720.1998
Vacant (SECRETARY)
Mr. Herb Stumpf (BOARD MEMBER) 11718 Terry Lake Rd SW Lakewood, WA 98498-2715 253.582.3073
Mr. James Kim (BOARD MEMBER) 1551 Bay Hill Avenue Fircrest, WA 98466 253.250.1210
Enrico Picardal (BOARD MEMBER) 253.212.8498
Julia Woodworth (BOARD MEMBER) 253.381.3304



LAKWOOD SISTER CITIES ASSOCIATION
6427 Wildaire Rd SW
Lakewood, WA 98499

Honorary Ex-Officio

Mayor Jason Whalen

Council Liaison

Councilmember Michael Brandstetter

Board of Directors

President - Connie Coleman-Lacadie

Vice-President - Kathleen Hoban

Treasurer - Mike Brandstetter

Secretary - Vacant

James Kim

Michael Lacadie

Enrico Picardal

Herb Stumpf

Julia Woodworth

Members

Charles Ames

City of Lakewood

Jay Cushman

Linda Farmer

Pierce College - Fort Steilacoom

Shane & Lisa Klinkhammer

Eric Warn

August 19, 2024

Lodging Tax Advisory Committee
Lakewood Lodging Tax Grant Program
City of Lakewood
6000 Main Street SW
Lakewood, WA 98499

Dear Lodging Tax Advisory Committee Members:

The Lakewood Sister Cities Association (LSCA) Board of Directors' authorize the following individual to serve as their representative.

Connie Coleman-Lacadie, President, 10208 101st Ave Ct SW,
Lakewood, WA 98498, 253.906.1346

The board moved, seconded and voted in favor to authorize the appointed representative to submit the Lodging Tax Grant Application.

This authorization will be reviewed annually.

With Regards,

A handwritten signature in black ink, appearing to read "Connie Coleman-Lacadie". The signature is fluid and cursive.

Connie Coleman-Lacadie
President
Lakewood Sister Cities Association

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: [City of Lakewood Tourism Promotions]

Amount of Lodging Tax Funding Requested: \$[80,000]
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$[80,000]
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: [City of Lakewood Communications Division]

Mailing Address: [6000 Main Street SW]
[Lakewood, WA 98499]

Tax ID Number: [91-1698185]

Organization Unified Business Identifier (UBI) []
UBI Expiration Date: []

Type of Organization: [Municipality]
(Non-profit, For-profit, Municipality, Private business, etc.)

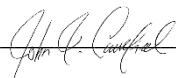
1c. Contact:

Name: [Brynn Grimley]

Title: [Communications Manager]

Telephone: [253-255-3396]

Email: [bgrimley@cityoflakewood.us]

Signature:  _____

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): [Jan. 1, 2025 to Dec. 31, 2025]
- b. Event Location: [City of Lakewood]
- c. If there is a charge or fee for this activity, please describe how much and why.

[All events are free.]

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

[This proposal continues the progress the City of Lakewood has made with its "NEARcation.com" brand. It also includes a "refresh" of the SummerFEST marketing materials to update them for the 2025 event.

Again in 2024 NEARcation.com was the primary site used to market SummerFEST and draw people from across the state to Lakewood for this summer festival. As we head into year four of marketing this destination website brand, the plan for 2025 is to refocus the NEARcation.com efforts to promote Lakewood's largest events. Below are potential outcomes for what that could look like, along with the outline for the SummerFEST marketing "refresh":

NEARcation

Refocus the NEARcation campaign to (in priority order):

1. Promote the City's premier event (i.e., SummerFEST)
2. Promote other important annual events (e.g., Summer Concerts, Farmers Market, Truck & Tractor, and Fiesta de la Familia)
3. Maintain the presence of existing, well-ranked activity pages (e.g., American Lake, Ft. Steilacoom Park)
4. Maintain the presence of hotel, restaurant, and lesser activity pages

This refocus will likely involve:

- Redesign the NEARcation.com home page
- Develop event-specific assets (photos, videos, PDFs, etc.)
- Develop event-specific pages
- Promote events through advertising (creative)
- Promote events through advertising (cost)
- Update existing activity, hotel, and restaurant pages
- Create an "all of Lakewood's events" sizzle reel

SummerFEST 2025

The current SummerFEST "look" has been used for the past two years and a refresh is in order. This isn't necessarily about the SummerFEST logo (though it could be), but more about the creative aspects that support the event promotions.

- SummerFEST brand refresh exploration
- SummerFEST sizzle videos
- SummerFEST swag (creative)
- SummerFEST swag (costs)
- SummerFEST advertising (creative)
- SummerFEST advertising (costs)

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Beneficiaries include: The City and the vendors and businesses that sell at its events, residents, Lakewood businesses, Lakewood Chamber of Commerce, Lakewood Gardens, Thornewood Castle, Fort Lewis Army Museum, Historic Fort Steilacoom, Lakewood Playhouse, real estate professionals and all attractions and hotels in the city.

They will benefit from:

- Increased awareness of Lakewood and its many attractions like parks, lakes, hikes, gardens, fishing, cycling, golf, disc golf, indoor cart racing, live theater, shopping and food.
- Increased economic activity and retail sales.
- Positive and snappy messaging to change public perceptions of Lakewood.
- Increased attendance and tourism at city events like the Farmers Market, SummerFEST, summer concert series, Fiesta de la Familia, Truck & Tractor day – specifically from beyond a 50-mile radius which encourages overnight stays and ultimately boosts our local economy.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

- **Increase reach/awareness:** Tracked by the total reach and number of clicks on sponsored, targeted ads online.
- **Increase the number of hotel night stays:** Tracked by gathering hotel night stays following media impressions.
- **Improve the image of Lakewood** as a fun place to visit with loads of amenities, rich in history and natural beauty.
- **Add fresh content**, and keep Lakewood relevant and top of mind.
- **Position Lakewood** as the ideal place to have fun and stay in the region.

This project will continue the city's ongoing efforts to change the way people think about Lakewood and invite people to see the beauty that surrounds us. Using advertising tools available online, we will target specific income, education and family demographics. We want to attract people looking to stay and enjoy outdoor activities in Lakewood, history, food, shopping and activities. We believe people will enjoy coming throughout the year, particularly for weekend stays to explore the many outdoor activities and events.

These efforts will push Lakewood to the top of people's search when looking for overnight stays in the area.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Funds to produce eye-catching media, including videos and photography, is critical to our goal of getting the word out that Lakewood is *THE* place to visit. Keeping the NEARcation website current and up to date is a critical piece of this puzzle.

Targeted online advertising reaches people where they are. It's where they connect with friends and family, and where they go to look up information. Targeted ads show up in social feeds, and online searches. This allows us to reach more people on an ongoing basis. Using ad targeting tools also means the information is going to people who are more likely to click and learn more about what Lakewood has to offer.]

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Online advertising has proven itself to be one of the more successful ways to reach people. Using keywords and search engine optimization (SEO) allows our messages to appear in more internet searches and people's social media streams. This will allow us to reach people outside the city and within the targeted 50-mile radius.]

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

If done right, targeted media placement can be a primary driver for event recognition. With our 2024 SummerFEST marketing, we had significant engagement with our content and that translated to an estimated nearly 40,000 people attending the single-day event. Continuing to push the NEARcation brand across our platforms – and partner platforms – will create the positive public imagery we seek. Positive perceptions of Lakewood as a place to visit, explore, dine and stay will resonate across all these platforms, including the city's social media accounts, its website, NEARcation.com and our partner agencies also focused on tourism in the region.]

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding could have a significant impact on our ability to promote city events, including SummerFEST. It would also mean we would not be able to work with a professional marketing team to utilize their expertise in advertising and creative asset development.]

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$30,000 will be used on NEARcation.com-related materials and tourism marketing related expenses.

\$50,000 will be used for the SummerFEST "refresh" and to purchase SWAG, produce advertising content, purchase digital ad buys/placement and other marketing materials.]

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.
 Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
 You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$80,000	\$	\$80,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$	\$	\$
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.

** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

[We have not requested funding from additional sources, beyond minor allocations afforded in the city's biennial budget. These minor allocations are not sufficient to meet the marketing requirements to make this project successful.]

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

[We continue to coordinate with Visit Tacoma Pierce County (formerly Travel Tacoma + Mt. Rainier), the Cultural Affairs office of the Mexican Consulate in Seattle, local publications and recently a new venture with @Tacoma_WA on Instagram to promote Lakewood. Collective marketing and event promotion effort creates heightened visibility for Lakewood, which results in a stronger presence as a South Sound destination.]

Responsible for managing the city's social media, the Lakewood Communications team regularly "interacts" with various community partners and businesses when promoting events like SummerFEST, the farmers market, summer concert series, Fiesta de la Familia, Street Festivals and other events year-round. Promotion of these events demonstrates the City of Lakewood's commitment to creating a family-friendly, active community.

Other agencies we interact with include:

- Asia Pacific Cultural Center
- Historic Fort Steilacoom Association
- Lakewood Gardens
- Lakewood Chamber of Commerce
- Lakewood Historical Society & Museum
- Lakewood Playhouse
- Lakewood Sister Cities Association
- Lakewood Family YMCA
- Amazon
- Virginia Mason Franciscan Health
- WSECU
- Pierce County Fresh
- Caring for Kids
- Springbrook Connections
- Local religious organizations and nonprofits

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

- 1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
- 2. That it will abide by all relevant local, state, and federal laws and regulations;
- 3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
- 4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: John J. Caufield

John J. Caufield, City Manager, City of Lakewood |
Printed Name & Title of Chief Administrator/Authorizing Official Date 8/19/2024

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for “Commercial-Off-The-Shelf” items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor’s compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City’s E-Verify Ordinance, please contact the City of Lakewood’s legal department prior to contracting with the City.

CITY OF LAKEWOOD

**AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"**

As the person duly authorized to enter into such commitment for

___City of Lakewood_____

COMPANY OR ORGANIZATION NAME

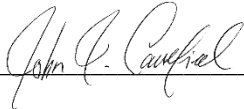
I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.



Signature

John J. Caulfield, City Manager, City of Lakewood
Print Name and Title

8/19/2024
Date



Application for 2025 Lodging Tax Grant Funds Lakewood SummerFEST



7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood SummerFEST

Amount of Lodging Tax Funding Requested: \$210,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ \$270,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood, WA
98498

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI) 601667295
UBI Expiration Date:

Type of Organization: Municipality
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 983.7758

Email: smartinez@cityoflakewood.us

Signature: Sally Martinez 8/12/24

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): July 19, 2025
- b. Event Location: Fort Steilacoom Park
- c. If there is a charge or fee for this activity, please describe how much and why.

No, the event is free and the parking is free so it is accessible to people all socio-economic levels

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The scope of work for the SummerFEST festival involves 1) Getting Sponsors which begins 11 months prior to the event 2) securing top bands and sound/stage professionals which takes place 10 months prior to the event 3) Advertsing & Marketing which begins 9 months prior the event to attract people from all over Washington State as well as outside of the statg. 4) Creating vendor applications, vetting and processing vendors, maintaining excellent relationships with vendors, securing food trucks which are in high demand, writing grants, communication with over 200 partners, securing the passport to sports and art activities, creating the passport, creating the maps, hiring the parking staff, training volunteers, creating SPO's for all contractors and professional services, all logistical planning, updating the Incident Action Plan in coordination with the police, securing honey buckets, over 150 signs, coordinating with the health department, ordering all merchandise and prizes, designing the drone show, ongoing communication internally and externally with all involved to ensure follow through.

SummerFEST is a free, community festival held at Fort Steilacoom Park in July. It is a tradition and 2024 was the City of Lakewood's 25th annual event. SummerFEST has established notoriety well outside of the 50 mile radius. The festival consists of a multi-day soccer tournament, a grass volleyball tournament, two stages with live entertainment, Sister Cities International Festival, over 40 food vendors, a beer garden, a public market with over 100 vendors, a car show, and KIDZ Zone. In addition to the activities mentioned above, there are established "iconic elements" participants can experience each year, such as the Museum of Glass hot shop, an ever-expanding skate park, skim boarding, a drone show, fire dancers, balloon glow, Vuelta la Luna Circus, extreme trampoline entertainers, and aerial motocross shows, What distinguishes SummerFEST from other festivals and brings it recognition as a leading festival is that there is "something for everyone." This is in large part due to the Passport. The passport has activities to inspire people of all ages and abilities around art, sports and wellness. Over 30 businesses/organizations provided an activity. Other elements include Stilt Walkers, roaming entertainment, and bubble soccer. The successful integration of the Sister Cities International Festival, *greatly* increases the diversity at the event and it truly attracts people of all cultures and makes them feel welcome. The impacts range from creating a positive family bonding experience, to inspiring individuals to try new sports, health and art hobbies. Summerfest wows participants and makes those from Lakewood feel extremely proud to live here. There is a strong economic impact from bringing thousands of people to Lakewood. Vendors benefit from making money and one food truck alone made \$24,000 in one day. All of the food vendors grossed roughly \$270,000.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

All participants benefit from the feeling of belonging and that they were prioritized in the planning of the event and therefore having a meaningful experience. Vendors, contractors, hundreds of partners and sponsors benefit from financial and relational transactions and visibility at the event. Soccer and Volleyball Tournament organizers benefit. Local business and hotels benefit from seeing an increase in income from over 25,000 people come through Lakewood. The Best Western was sold out that weekend. The City itself benefits by highlighting its beautiful park and passion for creating a healthy, vibrant community.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

- The overall goal is to create an impressive one day festival, that attracts 35-45,000 people from cities that are local, outside the 50 mile radius, and outside the state.
- Other goals are to: work hard to keep current sponsors and pursue new sponsors, grants and in-kind donations to offset costs of the event.
- To make SummerFEST a house-hold name, not only in Lakewood but in the surrounding counties as well. And in-so-doing, increase the number of people, athletes and spectators who stay overnight in Lakewood. This is already happening because it has an excellent reputation.
- Maintain the current relationships, and grow new fabulous partnerships at SummerFEST that help elevate the reputation of the festival and quality of events.
- Strategically market the entire event through consistent branding. This requires consistency in the look and feel of the event (logo, fliers, posters, merchandise, etc). We were extremely pleased with the Radio advertising and its reach outside the 50 mile radius.
- Continue to create TV commercials and radio ads and partnerships with print publications that focus on Oregon, Idaho, and Montana.
- Continue to think of new ideas that add the “Wow” factor.
- Continue to create a strategic marketing plan that includes a healthy diversity of outreach efforts, including social media, print ads, posters, online calendars, a wide variety of magazines, military focused advertising, website, radio, tv and more. This year we added a second website.
- Continue to have organizations that provide quality partnerships and activities on the Passport.
- Have the perfect balance of food vendors so everyone makes money, but the lines are not too long.
- Keep access free and smooth, 1,400 used the free shuttle in 2024.
- Hone the “user experience”. For the second year we used the new Way Finding Maps with QR codes which were highly used and directed people to specific locations and to the schedule of the day.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Advertising and marketing funds from this grant will increase the number of participants and vendors traveling from outside the 50 mile radius. Anyone traveling that far is a potential overnight stay, especially if they are

staying late to watch the final band. In 2024 it is estimated 6% or 1,500 SummerFEST Festival participants came from outside the 50 mile radius. For visitors who stay in the area over 4 hours, it is estimated they spend \$55 day. That translates to an economic impact of over \$82,500.

We have experienced an increase in vendors in the last several years and since we do not allow overnight camping for this event, out-of-town vendors may stay in Lakewood hotels for their overnight accommodations. Because they set up Friday, it encourages an overnight stay because they need to stay in the area. By advertising this event more regionally, we attract the attention of people who don't live in Lakewood or have a connection here. Vendors have a strong incentive to participate in this event given the high volume of people who attend. Similarly funding from this grant will afford us the opportunity to provide marketing to participants in the sports tournaments, informing them of the SummerFEST event as well as local accommodations. Funds provided will help implement new activities that encourage people to stay longer, cross-pollinate between activities, keep the event fresh and exciting, and offer something for everyone in the family.

Lodging Tax Grant funds enable us to continue to execute our strategic marketing plan for SummerFEST that has shown amazing results and is key to bringing people to Lakewood for SummerFEST and staying the night. It also pays for the invaluable Radio and TV ads that were extremely effective in reaching people all over the State.

The fund enable us to contract with high-end musicians who have a fan base that extends beyond the 50 mile radius, and draws them to the event.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Lodging Tax Grant funds enable us to advertise SummerFEST in publications that reach state and country-side like the Washington State Festival magazine, and Northwest Travel and Leisure. The funds support advertising on social media, and other publications that are key to bringing people to Lakewood for SummerFEST from outside the 50 mile radius and outside of the state. It also pays for the invaluable Radio ads and new TV commercial which are extremely effective in reaching people across Washington State. *We know that the radio ads reached 70,000 people outside of the 50 mile radius.*

The Funds enable us to hire people to distribute posters as far as Seattle and Bellevue. For the last several years, Lodging Tax funds were used to market the event on a more regional basis, thus drawing out-of-town visitors. This year we further expanded regional marketing through print, radio and online advertising through a professional branding company. We continue to be innovative in our marketing efforts. We also continue to partner with regional tournament directors and local hotels with a goal of drawing out-of-town guests

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

See above answer. In addition, many Lakewood community members now have family from out of state come to see SummerFEST instead of traveling to Seattle or Bellevue for entertainment

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding would take away one or more (depending on the funding) of the iconic elements of the festival mentioned in #2. It will primarily cut down on the entertainment offered by contractors and the level of the bands who are more expensive

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$55,000 Personnel and overtime

\$25,500 Marketing

\$142,500 Contract Services

\$30,000 Administration

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

<p><i>Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.</i></p>			
<p>Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds</p>	<p>Amount</p>	<p>Confirmed? Yes/No</p>	<p>Date Available</p>
Amazon Sponsorship	\$15,000	no	
Virginia Mason Franciscan Health	\$7,500	no	
Twin Star Credit Union	\$3,000	no	
Navy Federal Credit Union	\$2,500	no	
Pavilion Rental	\$1,500	no	
Vendor application revenue	\$25,000	no	
	\$		
<p><i>Expenses: Based on full funding, please list project costs.</i> <i>Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.</i> <i>You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.</i></p>			
	<p>a. Lodging Tax Funds Requested *</p>	<p>b. Other Funds (Do not include "in-kind" dollars)</p>	<p>c. Total Project Cost **</p>
Personnel (salaries & benefits)	\$55,000	\$17,000	\$72,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$30,000	\$	\$30,000
Marketing/Promotion	\$25,500	\$	\$25,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$142,500	\$	\$142,500
Other Describe below	\$	\$	\$
TOTAL COST	\$253,000	\$17,000	\$270,000
Description for Direct Sales Activities, Contract Services, Travel and Others	<p>Sound technicians, stage, parking attendants, vendor attendants, golf carts, honey buckets, trash bins, hand wash stations, live music, Vuelta la Luna circus, drone show, balloon glow, roaming entertainers, overnight security for 2 nights, museum of glass hot shop, skim boarding, skate park ramps, fire dancers, aerial motor cross show, garbage cans, ice, ice trailer, Wenatchee youth circus, face painters, bubble soccer, balloon artists, etc.</p>		
In-Kind Contributions	<p>\$2,600 print sponsorship, \$2,000 radio sponsorship,</p>		

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024? x Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$ 193,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year	Amount awarded	No previous funding
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11d. Indicate what efforts have been made to access funding from additional sources?

In 2024 we worked diligently to secure sponsorships and grants other than LTAC. We secured \$25,000 in sponsorships and grants for 2024 SummerFEST which is more than any previous year. Starting in August, one month after the event I begin working on new sponsorships and renew previous sponsorships. I have follow-up meetings with sponsors to present statistics and to show them they received everything that was detailed in our letters of agreement in terms of marketing and exposure.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Coordination with a multitude of partners is key to the success of this event. We have over 175 organizations/businesses with whom we work to incentivize people to attend SummerFEST and increase tourism. We are always seeking new ways to collaborate and think outside the box to expand our reach and increase our positive impact on the local economy. Each partner business and sponsor advertised and promoted SummerFEST through their social media, emails and newsletters, reaching thousands of additional people. Also with 170 vendors - each vendor promoted the event through their social media. This expanded our reach immensely, *at no cost!* Here are some of the organizations and businesses with whom we partner:

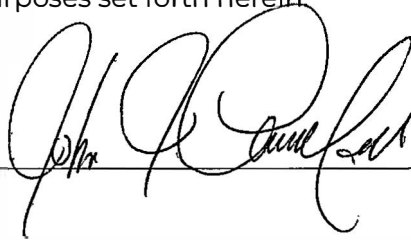
Amazon	Bricks 4 Kids lego contest
Asia Pacific Cultural Center	35 businesses on passport
Clover Park School District	Tacoma Art Museum
Historical Society	JBLM
Hotels in Pierce County	Navy Federal Credit Union
I Heart Radio	Lakewood Rotary
Air Force	Lakewood Sister Cities
Lakewood Police and fire Department	LMCC
Lakewood Arts Commission	Twin Star Credit Union
Museum of Glass	Pierce County Library System
Pierce College and Pierce	Port of Tacoma
Virginia Mason	Cascade Regional Blood Services
Starbucks	LMCC
Library	Young Life
Tacoma Children's Museum	Boys and Girls Club
Tacoma South Sound Sports Commission	Lakewood United
University of Puget Sound	

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



John Caulfield, City Manager

8/15/24 |

Printed Name & Title of Chief Administrator/Authorizing Official

Date

SummerFEST Marketing Budget 2025

Print ads	\$10,000
Bill board	\$1,000
Street banners	2,000
Street signs	2,500
Sponsor signs	1,500
Printing (car show fliers, passports, fliers, posters, signs)	3,500
Radio Ads	\$5,000

Total \$25,500

Advertising that takes place, that is not listed in the budget above:

- Connections magazine article to 30,000 households
- Reader boards
- Free community calendars
- Signage at the Farmers Market
- City Manager's Bulletin
- Emails to all vendors, entertainers and partners with links to our event website and social media

City of Lakewood 2025

Mayor: Jason Whalen

Deputy Mayor: Mary Moss

Council Members:

Ryan Pearson

Paul Bocchi

Michael Brandstetter

Patti Belle

Trestin Lauricella



APPLICATION FOR FISCAL YEAR 2005 LODGING TAX GRANT FUNDS

LAKWOOD FARMERS MARKET



7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

Ia. Project Information

Project Name: Lakewood Farmers Market

Amount of Lodging Tax Funding Requested: \$ 78,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 93,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

Ib. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood WA
98498

Tax ID Number: 91-169818

Organization Unified Business Identifier (UBI) 601667295

UBI Expiration Date:

Type of Organization: Municipality
(Non-profit, For-profit, Municipality, Private business, etc.)

Ie. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 253.983.7758

Email: smartinez@cityoflakewood.us

Signature Sally Martinez 8/12/24

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): June 3 - August 26, 2025
- b. Event Location: Fort Steilacoom Park
- c. If there is a charge or fee for this activity, please describe how much and why.
Entry is free and accessible to all shoppers. For vendors there is a daily fee of: \$30 for market vendors and \$50 for Food Trucks
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).
Planning and preparing - the Farmers Market season begins 11 months prior to the start of season. This includes:
Securing sponsorship
Hiring and supervising part time staff and interns from the University of Puget Sound.
Securing 5 employees for each market day.
Finding volunteers to assist.
Preparing vendor applications, vetting vendors, and securing the fees.
Preparing the layout and map for each market day. (painting the lines weekly)
Hiring and scheduling international entertainment and bands each week.
Creating, printing, distributing and reconciling the Healthy Bucks'
Creating, printing, and distributing SNAP bucks (new in 2022). This is VERY labor intensive and requires additional market staff. After the market the bucks need to be reconciled and checks made to vendors.
Staffing the market (includes set up, vendor relations, oversight, and break down).
Preparing print advertising for publications
Preparing posters and fliers
Ordering merchandise
Creating street signs, and updating the banners
Collecting and entering sales data from each vendor weekly. Preparing reports.
Preparing and implementing surveys
Department of Health compliance
Liquor Control Board compliance

The market takes place at Fort Steilacoom Park on Tuesdays from 2:00-7:00pm. Farmers Markets **are considered essential services** and we see from our crowds of 4,000-7,000 customers a day, they are in high demand. The Farmers Markets is aligned with the Lakewood Parks, Recreation and Community Services Mission to create a healthy and vibrant community through diverse programs and sustainable practices; the Farmers Market Mission to provide citizens with an opportunity to purchase fresh produce and products sold by Washington State farmers and vendors; and the Farmers Market Purpose Statement to create a sense of community and a place to gather. Our project proposal is to operate and grow the successful Lakewood Farmers Market for its 14th season

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Beneficiaries of the Lakewood Farmers Market include the hotels, shops and restaurants who see some of the 50-60,000 people who attend the farmers market during the summer season. The residents of Lakewood and the 9,000 people who commute to Lakewood for work and come to the market of lunch and to shop benefit from the healthy products, being able to shop outdoors, and experiencing a festive and upbeat atmosphere. Other beneficiaries are (based on our surveys) visitors from Pierce, Thurston, Kitsap, and Mason counties. The City also benefits from income from the vendor booth fees.

Local business owners benefit from the Farmers Market. Our surveys reveal that over 28.5% of people shoppers at the market, also shop at surrounding stores before or after attending the Farmers Market. The majority of those people in the survey (37%), spent \$30-\$50 dollars. Thirty-three percent spent \$15-\$30.

Low and very low-income residents benefit from the farmers market, as well as seniors. We continue our partnership with the Franciscan Women, Infant, and Children Clinic of Lakewood. The Pierce County Aging and Disability Services Center also attends the market, providing those same resources to seniors shopping at the Lakewood Farmers Market. WIC and Senior WIC clients spend from \$25,000- \$60,000 at the farmers market. We are in our second year of offering SNAP bucks, roughly \$35,000 in SNAP will be spent at the market in 2024 which goes directly to the farmers and vendors who qualify while allowing low income residence to buy healthy foods.

Children benefit from the market. With the new Healthy Bucks, all children age 16 and under receive \$2 worth of fruits and veggies. This year 2,500 children purchased and ate fruits and vegetables at our market this year with their healthy bucks.

Nonprofit organizations and those people who need their services benefit from the market. Nonprofits set up booth each week and advertise their services to those in need at no cost. A few examples are the Lakewood Library, Clover Park School District head start program, Lakewood Gardens, Pierce Transit, Sound Transit and the Master Gardeners.

Our sponsors benefit from having booths and signage at the market and in market advertising. Strategic Partnerships sponsors remains very strong. Some of our key sponsors are Washington State Employees Credit Union (WSECU), Pierce Transit and Virginia Mason Franciscan Health.

The vendors benefit from the market. From talking to our vendors, it is clear they enjoy the Lakewood market, have higher sales at our markets than the other markets they attend, and many of them have been with us since its inception

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

In 2025 Goals are to:

Increase the number of low income families from all over Pierce, King, Thurston and Mason counties who shop at our market and can access healthy food through the use of SNAP benefits.

Help people form the habit of shopping at the Farmers Market, by using catchy advertising and lots of advertising.

Have the Lakewood Farmers Market serve as a great economic development tool that brings visitors to the City. Research shows that every dollar spent at farmers markets leads to additional sales at nearby businesses.

Create a healthy, vibrant community. Research shows that people eat more fruits and veggies when they shop at Farmers Markets. People tend to have more social encounters at farmers markets than at grocery stores.

Ensure 1,500 children eat free fruits and vegetables with Healthy Bucks, at no cost to the City by finding more Sponsors to donate money to the Healthy Bucks program.

Continue to provide a one-of-a-kind, community gathering space. This year we added lawn games.

Encourage community members to bring their out-of-town guests and relatives to the market to showcase their community.

Through advertising, target people travelling through the area from out of state with our visible farmers market advertising (banners, street signs, etc.) to experience this impressive feature of our community.

Maintain high quality flyers and brochures with consistent branding and place them in hotels, shops and organizations to promote the market as a "must-see" activity while enjoying their stay in Lakewood.

Secure our current sponsorships again for next year.

Continue to build new partnerships. We will focus on partners that can help us advertise in publications and calendars that have state-wide reach for the purposes of attracting new customers and securing unique vendors.

Additional goals for the Lakewood Farmers Market Season that link directly to our Parks and Recreation 20 Year Strategic Plan (Legacy Plan), and have the potential to increase the number of overnight visits are:

- Increase low income families access to and consumption of fresh fruits and vegetables
- Target advertising to JBLM and those who work in Lakewood to entice them to come for lunch/dinner and to shop in order to increase the percentage of those who work in the area who come to the market from previous year's numbers.
- Continue our strong social media presence by working closely with the Communications Team.
- Continue to provide WIC (Women Infant and Children) Clinics to distribute WIC FMNP (Farmers' Market Nutrition Program) checks that can be spent right at the Lakewood Farmers' Market.

Work with hotels to try to increase the number of overnight stays in Lakewood.

Build and maintain healthy working relationships with vendors because they have many markets from which to choose to sell.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

The Lodging Tax Funds enable us to expanding our footprint of advertising and elevating the profile of the market.

First I would like to note that during the summer the market brings roughly 60,000 people through the market, and consequently through Lakewood. This is a huge number! Currently, many of our Lakewood Farmers Market vendors travel over 50 miles to attend the market each week. As vendors participate in multiple farmers markets each week, many from Eastern Washington could choose to stay on this side of the mountains before returning to their farms at the end of the week. This could generate multiple overnight stays in Lakewood. From the survey taken this summer of 212 people, we found that over 18% were from outside the 50 mile radius, last year this number was 8%!!! Nine percent of those surveyed were from outside the state. This is also an increase over previous years. So it is realistic to say that several thousand people who come to the market throughout the season are from out of state and we can assume that a large majority will stay at a hotel.

Funds for targeted advertising will increase how many people learn about the market and make it one of their destination stops if they are travelers. This will also increase the number of local residents who attend, which in turn increases the number of out-of-town guests who attend. They funds are used for creating road signs that capture drivers' attention as they come off of I5 for gas or food, and direct them to the market (this is the number one way people learn about the market). The same is true for banners and they have to be re-created every year. With more fliers we can increase the number of hotels that receive our marketing materials, not only in Lakewood, but outside the 50 mile radius. Funds are used to create merchandise like totes and notepads with the market name, date and time so people have a constant reminder in their home of the market dates. These are handed out not only at the market, but at SummerFEST, street festivals and the summer concerts. The funds are also used to advertise in popular magazines that reach outside the 50 mile radius and are distributed state-wide.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

See answer above. Every year we are diligent about implementing surveys. We know from our survey of 212 people, that 18% of the shoppers live outside the 50 mile radius. The Lodging Tax funds used for advertising provide us the ability to continue to reach people outside the 50 mile radius. This has proven to work. Dedicating lodging tax funds to state-wide vendor and customer recruitment will increase the number of people using Lakewood shopping centers, gas, and lodging. With our eye-catching logo, we will create savvy advertisements and merchandise to promote the market. Farmers Market totes are perfect for advertising because people use them not only at the market, but when traveling and shopping. The Lodging Tax funds help pay for entertainment that sets our market apart from others as a "destination" market that provides much more than just a shopping experience. With the help of Lodging Tax Grant funds, we were able to extensively market and advertise the Farmers Market.

We have focused on branding and marketing the Farmers Market with a new, updated logo, t-shirts, reusable tote bags, posters, note pads and other merchandise that have a consistent look and feel and that is made with the intention of being kept in households for long periods of time. The Lakewood Farmers Market is a source of pride for the residents and is a unique event to which they bring their out-of-town guests. Survey results show that over 90% rate the market as good or excellent for its quality of food and produce, cleanliness, atmosphere and prices.

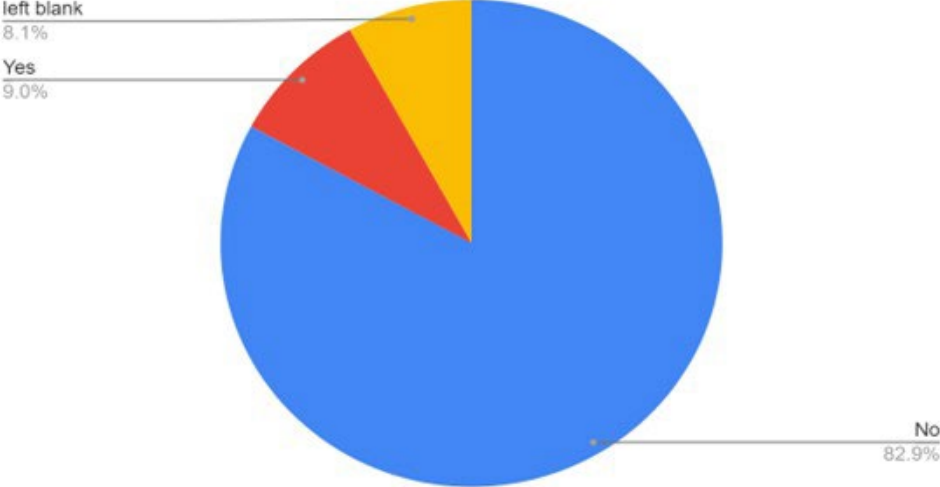
It is very important to note that with the introduction of SNAP/EBT, the need for staff at the market has doubled. In addition it requires over 10 hours a week of additional staff time to go through all of necessary processes needed to run a smooth SNAP program. So our grant this year is asking for more money to go

toward personnel. SNAP has dramatically increased the number of low income shoppers who come from far and wide to shop at the Lakewood Market which has gained an exceptional reputation.

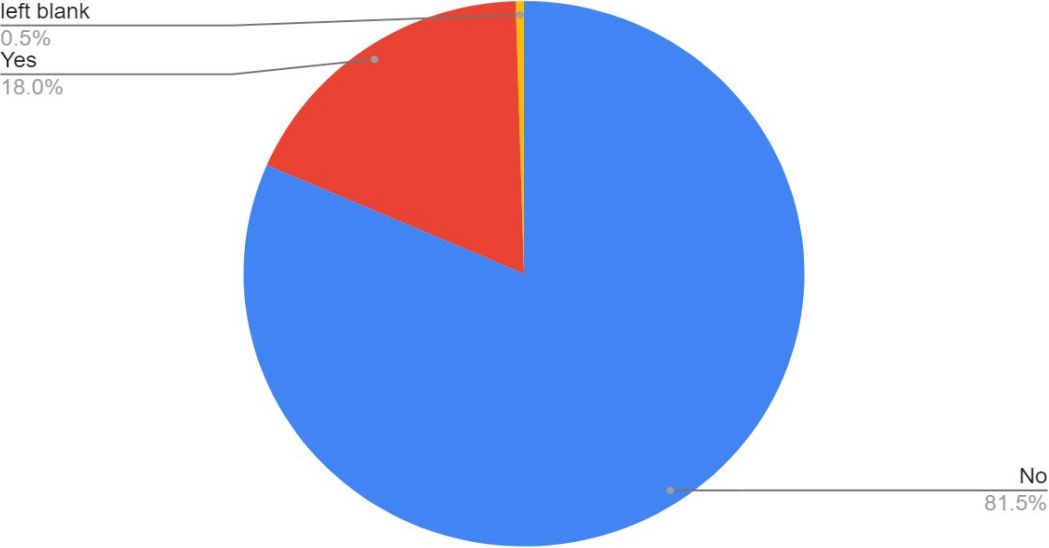
Here are the results of this year's survey:

9% of survey participants live outside the state

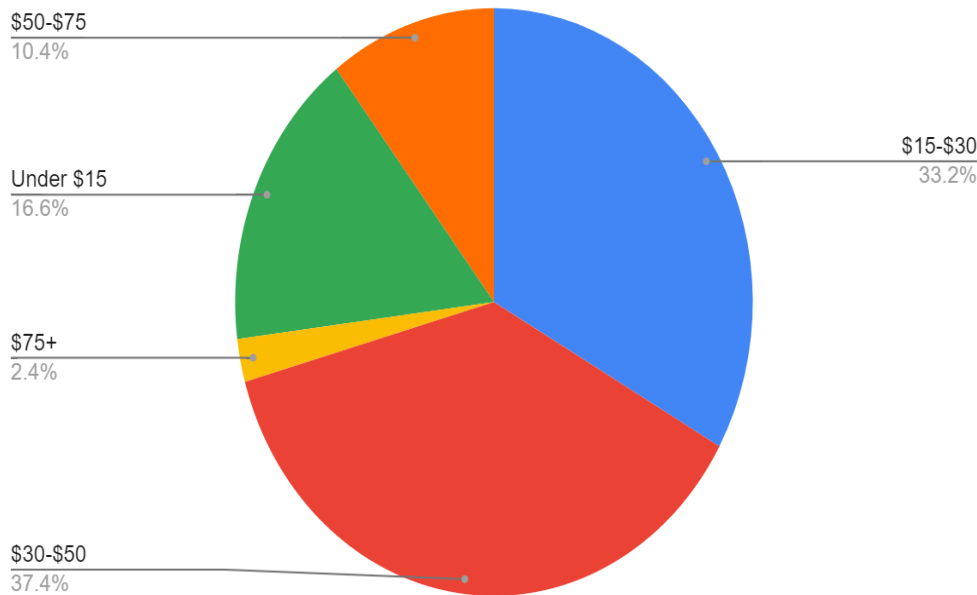
9% of attendees are from out of state



18% of Attendees live outside the 50 mile radius



Shoppers on average spend this much at the market



7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The LTAC funds have increased the number of people coming to Lakewood from outside the state. From our survey it is conservative to say that 5% of shoppers are from outside of Washington State. The Lakewood Farmers Market is a great economic development tool that brings visitors to Lakewood. We know that over 33% of those who shop in the Farmers Market also shop elsewhere in the area. It provides a one-of-a-kind, festive and entertaining community gathering space. Many regularly attending customers bring their out-of-town guests and relatives to the market to showcase their community. The Farmers Market has proven to encourage individuals to stay longer in the area and visit other stores. The funds we are requesting encourage out of state visitors to visit the shops nearby. Also, visitors from outside the state who are driving through are able to see the farmers market advertising (banners, street signs, etc.) and acknowledge an unexpected, but impressive feature of our community.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

We would cut back or eliminate the live music at the market and limit or not have the farmers market totes. As a last resort we would cut back on the number of weeks the market operates.

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

- \$40,000 Personnel
- \$15,000 marketing
- \$8,000 Contract Services
- \$15,000 administration

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

<i>Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.</i>			
Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Virgina Mason Franciscan Health	\$7,500	no	
WSECU	\$3,500	no	
Pierce Transit	\$2,000	no	
	\$		
	\$		
	\$		
	\$		
<i>Expenses: Based on full funding, please list project costs. Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.</i>			
	a. Lodging Tax Funds Requested*	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost**
Personnel (salaries & benefits)	\$40,000	\$	\$40,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$15,000	\$10,000	\$25,000
Marketing/Promotion	\$15,000	\$3,000	\$18,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$8,000	\$2,000	\$10,000
Other Describe below	\$	\$	\$
TOTAL COST	\$78,000	\$15,000	\$93,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Honey buckets and hand wash station for 14 weeks, large garbage bins, live music each week, entertainment (Face painting, balloons) Washington state farmers market conference,		
In-Kind Contributions	One 28.hr per week intern through end of July from University of Puget Sound.		

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under la of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under la of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024? x Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$ 78,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year	Amount awarded	No previous funding
------	----------------	---------------------

11d. Indicate what efforts have been made to access funding from additional sources?

We make a concerted effort to find sponsors and to keep them year after year, especially those who have a broad audience to whom they can advertise the Farmers Market. We put their logos on over \$7000 totes, on fliers, street signs and advertisements which provides them with excellent marketing as well. Professional Farmers Market sponsor packets are created, and meeting scheduled up to 11 months in advance of the market. By applying to get interns and supervising them, full-time staff who devote their time to the market at no cost to the City

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Chamber of Commerce consistently supports the market it promotes tourism and has a strong economic impact. We collaborate with WIC program (Women Infant and Children program). The clinics come to our market regularly to distribute WIC FMNP (Farmers' Market Nutrition Program) checks.

All of the local hotels, distribute fliers and materials to promote our market. We have partnered with the University of Puget Sounds Experiential Learning Program that provides interns at no cost, since the inception of the program. Non profits like the Master Gardeners and the library, Lakewold Gardens, as well as police and fire departments are instrumental in helping us advertise the market and are meaningful partners.

Our Sponsors are consistent collaborators. Having key sponsors not only keeps the market alive by providing financial support, but they help spread the word about the market to their constituents and stakeholders, have a physical presence at the market which helps promote their businesses. The second biggest employer in Lakewood, Virginia Mason Franciscan Health is the Presenting Sponsor. They send communication to their employees about attending the market as well as give them promotional materials. WSECU and all of the local banks agreed to distribute the brochures and fanners market note pads to their customers. Recently Pierce Transit has come on board as a sponsor and they have a very large reach.

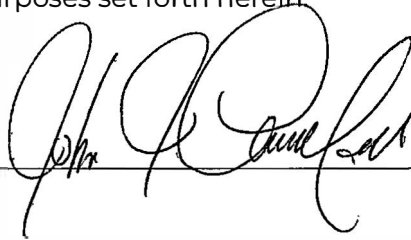
We continue a partners with the Pierce County Conservation District who creates fanners Market brochures for South King County markets and distributes them widely. They created an agro tourism map that included the Lakewood Farmers Market information. Tilth Alliance created brochures and rack cards of all the markets in Pierce County. We consider our customers of the market important partners, especially because one of the number one way people hear about the market is through word of mouth. Being responsive to their requests, interacting with them at the market and gathering their feedback are ways we maintain and strengthen this partnership.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



John Caulfield, City Manager

8/15/24 |

Printed Name & Title of Chief Administrator/Authorizing Official

Date

2025 Lakewood Farmers Market Marketing Plan

Print Advertising	8,000
Street signs	3,000
Street Banners	\$3,000
Aframes/inserts	\$1,500
Market totes with dates/time location	\$2,500

Total: \$18,000

Advertising that takes place, that is not listed in the budget above:

- Connections magazine article to 30,000 households
- Reader boards
- Free community calendars
- City Manager's Bulletin
- Signage at SummerFEST
- Emails to all vendors, entertainers and partners with links to our event website and social media

Lakewood City Council 2025

Mayor: Jason Whalen

Deputy Mayor: Mary Moss

Council Members:

Ryan Pearson

Paul Bocchi

Michael Brandstetter

Patti Belle

Trestin Lauricella



Application for Fiscal Year 2025 Lodging Tax Grant Funds
Summer Nights at the Pavilion



7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: | Summer Nights at the Pavilion Concert Series |

Amount of Lodging Tax Funding Requested: | \$ | \$30,000 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: | \$ | 54,000 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: | City of Lakewood |

Mailing Address: | 6000 Main Street SW |
| Lakewood, WA 98498 |
| |

Tax ID Number: | 91-1698185 |

Organization Unified Business Identifier (UBI) | 601667295 |
UBI Expiration Date: | |

Type of Organization: | Municipality |
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: | Sally Martinez |

Title: | Parks and Recreation Coordinator |

Telephone: | 253.983.7758 |

Email: | smartinez@cityoflakewood.us |

Signature: Sally Martinez 8/12/24

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): [June 24, July 1,8, 29 August 5 , 12 ,19]
- b. Event Location: [Pavilion at Fort Steilacoom Park]
- c. If there is a charge or fee for this activity, please describe how much and why.
[No, the concerts are free to everyone]
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

[The scope of work for the Summer Concerts is to provide 7 concerts. This takes place Tuesday evenings from 6:30-8:00pm from June through August of 2025. The concerts are strategically aligned with the dates of the Farmers Market and overall by a half hour so that concert goers can shop and buy dinner from the food trucks, then go the concert. The market vendors see an increase in sales during this time. The concerts are free and have proven to attract families with children, young adults, and seniors. The concerts have proven to bring families together at a venue where they can all dance. We have learned through the concert series that families with children love to dance and the dance floor is always filled! The concerts are open to people from Lakewood as well as all surrounding areas

The scope of work involves:

Vetting and booking bands for each performance.

Organizing staff work the concert.

Setting up the stage and sound equipment, managing parking, putting out garbage cans and cleaning the area at the end of the evening,

Advertising: Creating signage and placing it. Creating fliers, signs and banners and distributing them.

Advertising on social media.]

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

[Beneficiaries include Musicians, Dance and Theatre companies who perform.

The citizens of Lakewood and the surrounding area who enjoy the music and benefit from the program. Also:

Out of town guests who come to the performances.

Sponsors who gain visibility by financially contributing to the series.

Partners who have booths or fliers at the events to highlight upcoming events and programs. to their organization.

Food trucks and Farmers Market Vendors

Hotels and shops in the area benefit from those who stay overnight.]

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods

and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

The goals of the Summer Concert Series are to:

- Highlight Lakewood’s beautiful parks and new pavilion.
- Encourage residents to enjoy an outdoor setting that provides a healthy environment for family bonding.
- Provide an avenue for “community building” in a Covid Safe environment
- Offer a unique event for out of town guests that will draw them back to the area in the future.

Out of town guests who visit family in Lakewood are much more likely to stay in hotels in the area if there is entertainment here. Instead of going to Tacoma or Seattle, they can stay in Lakewood and enjoy a first-rate concert in a unique and beautiful setting. When bands are from outside the area, we attract the family members and fans of those bands who will drive from outside the area to see them. It is reasonable to have surveys handed out at the concerts to track overnight stays and other pertinent data

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

We know the concerts attract roughly 400 - 500 people. The funds will be used hire quality bands and musicians who are well known. We know that bands who have a higher rate (\$2,500 and up) bring people from outside the 50 mile radius because they are more well-known and have a broader fan base. We see a 50% increase in the crowd when we had bands that charged this rate.

These bands will have their own “Followers” to whom they market their events. Because the concerts are at night, there is a good chance that many people won’t want to drive back to Seattle or other outlying areas late in the evening and will spend the night. We will also use the funds to professionally market and brand this concert series in a professional manner and distribute fliers to hotels which will increase the amount of people traveling to Lakewood for the concert series

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

The funds will be used hire quality bands and musicians who are well known. We know that popular that are popular throughout the State, bring people from outside the 50 mile radius because they are more well-known and have a broader fan base. They travel from outside the 50 mile radius and bring along their fans, friends and family. The funds will also be used for marketing in a professional manner. Funds pay for advertising on social media and in magazines such as Show Case Magazine that reaches beyond the 50 mile radius. Funds are used to create banners and road signs which is the number one way people learn about our events. They catch the eye of tourists and visitors from outside the 50 mile radius who are new to the area. We use every means possible to advertise for free, such as having volunteers enter the information into over a dozen online calendars that reach beyond the 50 mile radius. With other attractions at the park like the playground and dog park, it makes it a perfect all day or half day outing that is well-worth the drive

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

| The funds will be used to pay for high quality, widely know musicians who have a broad fan base. People coming from out of state are likely to be guests and visiting family members of Lakewood residents. These events are not only on par, but exceed the quality and unique atmosphere that can be found in other cities in the area. |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

| The bulk of the funds are used to hire bands. We added a professional sound technician to increase the quality of the experience. If we receive partial funding, we will reduce the number| of performances accordingly

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

| Marketing \$4,500
Contract services; \$25,000
Admin: \$500 |

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

<p><i>Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.</i></p>			
<p>Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds</p>	<p>Amount</p>	<p>Confirmed? Yes/No</p>	<p>Date Available</p>
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
<p><i>Expenses: Based on full funding, please list project costs.</i> <i>Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.</i> <i>You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.</i></p>			
	<p>a. Lodging Tax Funds Requested *</p>	<p>b. Other Funds (Do not include "in-kind" dollars)</p>	<p>c. Total Project Cost **</p>
Personnel (salaries & benefits)	\$	\$20,000	\$20,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$500	\$2,000	\$2,500
Marketing/Promotion	\$4,500	\$2,000	\$6,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$25,000	\$	\$25,000
Other Describe below	\$	\$	\$
TOTAL COST	\$30,000	\$24,000	\$54,000
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

12. Coordination and Collaboration

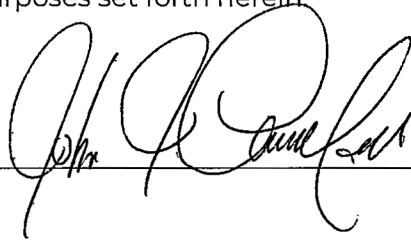
Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



John Caulfield, City Manager

8/15/24 |

Printed Name & Title of Chief Administrator/Authorizing Official

Date

Summer Concert Series Marketing Plan

Street Signs and updated banners	\$3,000
Print Advertising	\$1,500
Total	\$4,500
*Note that the Communications Department will cover funds for social media advertising	

Advertising that takes place, that is not listed in the budget above:

- Connections magazine article to 30,000 households
- Reader boards
- Free community calendars
- Signage at the Farmers Market and SummerFEST
- City Manager's Bulletin
- Emails to all vendors, entertainers and partners with links to our event website and social media

Lakewood City Council 2025

Mayor: Jason Whalen

Deputy Mayor: Mary Moss

Council Members:

Ryan Pearson

Paul Bocchi

Michael Brandstetter

Patti Belle

Trestin Lauricella



Application for Fiscal Year 2025 Lodging Tax Grant Funds

SATURDAY STREET FESTIVAL



7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: | Saturday Street Festivals on Motor Ave |

Amount of Lodging Tax Funding Requested: | \$10,000 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: | \$20,000 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: | City of Lakewood |

Mailing Address: | 6000 Main Street SW |
| Lakewood WA, 98499 |
| |

Tax ID Number: | 91-1698185 |

Organization Unified Business Identifier (UBI) | 601667295 |
UBI Expiration Date: | |

Type of Organization: | Municipality |
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: | Sally Martinez |

Title: | Parks and Recreation Coordinator |

Telephone: | 253.983.7758 |

Email: | smartinez@cityoflakewood.us |

Signature: Sally Martinez 8/12/24

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): [June 21, 2025]
- b. Event Location: [6125 Motor Avenue]
- c. If there is a charge or fee for this activity, please describe how much and why.
[No, this event is free to the public]
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

[Please note that we had 2 street festivals in 2024 and in 2025 2 we will have one. The Fiesta de la Familia, which was originally part of the street festivals was so popular we moved it to Fort Steilacoom Park to provide a bigger venue because of its popularity. There is a separate LTAC application for that event. The scope of work for the street festivals includes:

Developing and implementing core elements of the street festival (Food, dance, music, cultural element, art element, teen element, market vendors)

Creating an Advertising plan for the event

Designing road signs and banners

Securing the music, entertainers, and performers for each event.

Securing staff and volunteers for each event

Securing food trucks

Coordinating with the police for road closures

Coordinating with Public Works to close the roads

Engaging the Youth Council and School District for teen focused activities

Executing a marketing plan

Creating a safety plan

Creating vendor applications, rules and regulations

Processing applications from all vendors

Ordering honey buckets and hand wash station

Day of logistics for dining tent, stage, sound, etc.

Notifying the property owners and businesses

Set up and Break down

|

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

[Local businesses and restaurants who can both be highlighted at the event and who will get more business by those coming to the center of town for the event will benefit.

Local hotels may benefit from those participants and/or vendors and entertainers who stay overnight. Non-profit organizations and the school district benefit by having booths, and a forum from which to engage the public. The organizations, businesses, non profits and entertainers with whom we contract will benefit.

The population of Lakewood will benefit and others who attend the event at no cost. It is a family bonding experience. Those who come will also benefit from it being “walkable”. Many community members have requested a “walkable”. The event brings pride to the citizens and celebrates people of all cultures and backgrounds |

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

| Saturday Street Festival has a goal of bringing people of all cultures and socio-economic backgrounds together in a safe atmosphere that promotes family bonding and community bonding. It is very family focused with the goal of family bonding and dancing!

The event have the potential to increase overnight stays in Lakewood. It will be tracked by working with the Best Western Hotel and monitoring their hotel stays at the time, and from the vendor and entertainer applications which show zip codes. We can also guestimate from the marketing that is done and how much reaches outside the 50 mile radius. We know that people who spend the night in Lakewood will also spend money at local restaurants and shops. We can track the sales of the market vendors and the sales of the food trucks and beer gardens. The street festivals add to the sense of community in Lakewood, making it a more desirable place to live and visit.

We know the project is successful because we already had four successful street festivals in 2022 and two successful events in 2023 and one in 2024. Similarly, we hosted a Colonial Plaza Grand Opening event at the same location, with the same “core” elements and it was hugely successful. It will be successful because of all the partners that will be involved and because the community members in Lakewood have specifically asked for an event at this location and of this nature |

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

| The funds will make this event possible for families to come together, contribute to outstanding quality and broad advertising. We estimate that roughly 3,000 people will attend each event. We know from surveys of our other events that approximately 5% percent of the attendees/vendors/entertainers will be from outside the 50 mile radius or state. We can estimate that a good percentage of those people will want to spend the night. |

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

| We estimate that roughly 3,000 people will attend the event. We know from surveys of our other events that approximately 5% percent of the people will be from outside the 50 mile radius. |

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

| The funds will make this event a possible, contribute to outstanding quality of services and broad advertising. We estimate that roughly 3,000 people will attend each event. There are three events so roughly 6,000 people will attend over the course of the three events. We know from surveys of our other events that approximately 5% percent of the attendees/vendors/entertainers will be from outside the state and possibly stay at local hotels. |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

| If partial funding is received, it would reduce the amount of entertainment at the event. |

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$5,000 Contract services
\$3,000 administration
\$2,000 Marketing |

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

<p><i>Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.</i></p>			
<p>Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds</p>	<p>Amount</p>	<p>Confirmed? Yes/No</p>	<p>Date Available</p>
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
<p><i>Expenses: Based on full funding, please list project costs.</i> <i>Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.</i> <i>You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.</i></p>			
	<p>a. Lodging Tax Funds Requested *</p>	<p>b. Other Funds (Do not include "in-kind" dollars)</p>	<p>c. Total Project Cost **</p>
Personnel (salaries & benefits)	\$	\$10,000	\$10,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$3,000	\$	\$3,000
Marketing/Promotion	\$2000	\$	\$2,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$5,000	\$	\$5,000
Other Describe below	\$	\$	\$
TOTAL COST	\$10,000	\$10,000	\$20,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Honey buckets, hand wash stations, entertainers, face painters, balloon artists, DJ, Sound tech, etc		
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

I meet regularly with businesses who are interested in sponsoring events. I take the time to inform them of the Street Festivals as a funding opportunity

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Clover Park School District is a key partner and attends every event as well as advertises to all of their families. They also attend every event and bring a school bus.

Lakewood Multi-cultural Coalition, attends each event

Pierce and Sound Transit for various partnerships

Local Businesses are vendors at the event

Many nonprofits who attend the event to do outreach

Best Western for tourism, hotel stays and cross promotion

Youth Council work the event and plan and implement activities for teens

Chamber of Commerce for collaboration with businesses and bring awareness of the events

Lakewood Gardens for collaboration with artists

Arts Commission – this will be part of their work plan and they will assist in the events

Police Department for traffic plan and street closure on Motor Ave

Fire Department for displays and information-they attend every event.

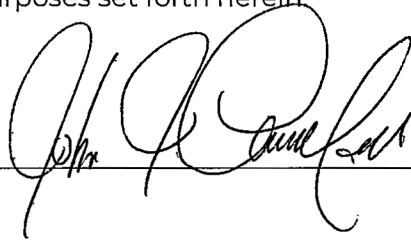
Cross promote at the Farmers Market, SummerFEST and Concert series to advertise to a wide audience

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



John Caulfield, City Manager

8/15/24 |

Printed Name & Title of Chief Administrator/Authorizing Official

Date

Saturday Street Festival Marketing Plan

Street Banners and Street signs	\$2000
TOTAL	\$2,000

The Communications Team Will be Funding the Social Media Advertising for this event.

Advertising that takes place, that is not listed in the budget above:

- Connections magazine article to 30,000 households
- Reader boards
- Free community calendars
- Signage at the Farmers Market and SummerFEST
- City Managers Bulletin
- Emails to all vendors, entertainers and partners with links to our event website and social media

Lakewood City Council 2025

Mayor: Jason Whalen

Deputy Mayor: Mary Moss

Council Members:

Ryan Pearson

Paul Bocchi

Michael Brandstetter

Patti Belle

Trestin Lauricella



Application for Fiscal Year 2025 Lodging Tax Grant Funds

FIESTA DE LA FAMILIA



7. APPLICATION FOR FISCAL YEAR 2024 LTAC GRANT FUNDING

1a. Project Information

Project Name: | Fiesta de la Familia |

Amount of Lodging Tax Funding Requested: | \$35,000 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: | \$60,000 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: | City of Lakewood |

Mailing Address: | 6000 Main Street SW |
| Lakewood WA 98498 |
| |

Tax ID Number: | 91-1698185 |

Organization Unified Business Identifier (UBI) | 601667295 |
UBI Expiration Date: | |

Type of Organization: | Municipality |
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: | Sally Martinez |

Title: | Parks and Recreation Coordinator |

Telephone: | 253.983.7758 |

Email: | smartinez@cityoflakewood.us |

Signature: Sally Martinez 8/12/24

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): [September 6, 2025 from noon to 7pm]
- b. Event Location: [Fort Steilacoom Park]
- c. If there is a charge or fee for this activity, please describe how much and why.
[No, it is free to the public]
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

[Fiesta de la Familia is a celebration of the Hispanic and Latino people, culture and traditions. Hispanic students comprise more than 40% of the Clover Park School District students. This is a very new event, and a one of a kind event that fills an important niche. Last year it caught the attention of the Mexican Consulate who had dignitaries attend the event! The scope of work includes:

Meeting monthly for 11 months with a group of dedicated Latino Volunteers for planning

Developing a juried art show with prizes

Securing sponsors for the prizes

Securing judges

Securing artists

Logistics of setting up the art show and decorations

There is a display of all the signal box wraps that have been produced in the City of Lakewood, which takes coordination with the Print Shop

Securing roaming entertainment

Creating a Community Ofrenda and Tree of Life

Securing main stage music and entertainment at the pavilion

Organizing a car show

Meeting monthly with a committee made up of representatives from the Hispanic community to develop all aspects of the event

Designing new elements such as the children's parade

Organizing the making of 12ft Catrina Dolls

Securing volunteers to wear the puppets

Organizing the car show

Securing food trucks and vendors

Securing Mexican Dancing horse

Advertising and branding the event

Developing hands on activities and art to implement at the event

Creating vendor applications

Vetting vendors and processing applications

Securing a sound tech and emcee

Communicating regularly with all of the musicians, entertainers, artists vendors and food trucks

Parking plan

Safety Plan

Coordination with Police, Fire, Parks and Operations and Maintenance teams

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

| This is a very new event, and because it is one of a kind, and fills an important niche, it is gaining the attention of sponsors.

Others who will directly benefit are:

.Musicians, Dance and Theatre companies who perform.

The citizens of Lakewood and the surrounding area benefit from being able to attend a free event.

All individuals enjoy the music, dancers, art, offrenda, car show and other activities at the event.

Out of town guests who come to the event benefit

Vendors benefit financially

Partners benefit from the exposure and being aligned with a successful festival

Sponsors who gain visibility by financially contributing to the series.

Artists benefit from having a location to show their art

Food trucks benefit

Hotels who have additional overnight stays because of the event. |

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

| **The goals of the Fiesta de la Familia are to:**

- Have a one of a kind event that Highlights the culture of the largest minority population in Lakewood.
- To have an event that is free and accessible to everyone so no one is left out.
- To highlight the beautiful Fort Steilacoom Park and use the new pavilion.
- Encourage residents to enjoy an outdoor festival that is safe regardless of the COVID situation, has a free parking and a setting that provides a healthy environment for family bonding.
- Provide an avenue for “community building”
- To highlight artists, dancers and musicians
- Offer a unique event for out of town guests that will draw them back to the area in the future.
- To attract people from outside the state and 50 mile radius
- To attract sponsors and partners

All vendor applications and contracts ask for addresses, so we will be able to monitor how many come from outside of the 50 mile radius or the state. Similarly the car show registration will ask for this information. We will have a survey with a QR code that asks participants if they are coming from outside the 50 mile radius or outside the state. There will be an incentive to fill out the survey such as a farmers market tote. These surveys have proven to be very successful. |

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

| This event is one-of a kind. We know from our other events that between 5-10% of participants come from outside the 50 mile radius and are thus likely to spend the night. We expect 7,000 people at this event. Some of the funds will be used to advertise the event beyond the 50 mile radius. We will invite artists for the art show who live outside the 50 mile radius. |

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

| See above |

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

| See question 5. |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

| We would cut certain elements such as the Mexican Dancing Horses, but I honestly can't think of one element that is extraneous to cut out of the budget.. |

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

| Admin: \$5,000
Marketing \$2,000
Contract Services \$28,000 |

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2024. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
KBTC Television	\$3,500	no	
Print Shop NW	\$1,500	no	
Twin Star Credit Union	\$2,000	no	
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$25,000	\$25,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$5,000	\$	\$5,000
Marketing/Promotion	\$2,000	\$	\$2,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$28,000	\$	\$28,000
Other Describe below	\$	\$	\$
TOTAL COST	\$35,000	\$25,000	\$60,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Sound tech, musicians, bands, dancers, emcee, art installations (Offrenda, decorations), roaming entertainment, face painters, honey buckets,		
In-Kind Contributions	Banners made by CPSD, TV Commericals by sponsor KBTC TV, Art cash awards and prizes by Print Shop NW, Organization of the art show by lead artist Mauricio, planning committee's time		

**Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

This is a very new event, and because it is one of a kind, and fills an important niche, it is gaining the attention of sponsors.

In 2024 I secured sponsorships from:

KBTC Television who is offering free commercials and characters at the event such as Alma from their popular TV series.

Print Shop Northwest who is providing \$1,600 in inkind donations

Twin Star Credit Union for \$2,000.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Planning Committee that meets monthly to develop the event includes individual from Clover Park School District. El Centro Latino, KBTC television, Arts Commission, Clover Park Technical College, Pierce College, Latino Artist Collective, Skagit Valley Dancing Horses Association, MP Car Showz and more. We coordinate with our sponsors to advertise the event to their constituents

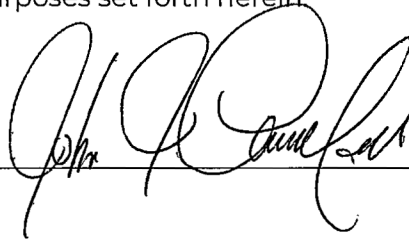
We coordinate with SummerFEST and the Farmers Market to advertise the event to the thousands of people who attend with A frame signs and fliers.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



John Caulfield, City Manager

8/15/24 |

Printed Name & Title of Chief Administrator/Authorizing Official

Date

Fiesta de la Familia Marketing Plan

Street Signs and updated banners	\$2,000
Total	\$2,000
*Note that the Communications Team will be funding the social media advertising for the event and street signs will be made in-house	

Advertising that takes place, that is not listed in the budget above:

- Connections magazine article to 30,000 households
- Reader boards
- Free community calendars
- Signage at the Farmers Market, SummerFEST and Summer Concerts
- City Manager's Bulletin
- Cable television commercials, through sponsorship
- Fliers that are translated into Spanish by CPSD
- Emails to all vendors, entertainers and partners with links to our event website and social media

Lakewood City Council 2025

Mayor: Jason Whalen

Deputy Mayor: Mary Moss

Council Members:

Ryan Pearson

Paul Bocchi

Michael Brandstetter

Patti Belle

Trestin Lauricella

7. APPLICATION FOR FISCAL YEAR 2025 LTAC GRANT FUNDING

1a. Project Information

Project Name: MLK Welcome Walk for our Beloved Community and 3 Workshops

Amount of Lodging Tax Funding Requested: \$10,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$25,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood WA 98498

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI) 601667295
UBI Expiration Date:

Type of Organization: Municipality
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 253.983.7758

Email: smartinez@cityoflakewood.us

Signature: Sally Martinez 12/14/24

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): [January 11, and one day in February, March and April]
- b. Event Location: [Fort Steilacoom Park]
- c. If there is a charge or fee for this activity, please describe how much and why.
[No, it is free]
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Monthly meetings with the 20 member MLK Committee and key leaders in the community.

Vetting of Key note speaker For 2025 we hope to have Dr. John Scott, whose mentor was Dr. Kings speech writer. Planning and implementation of the event elements

Designing and ordering of swag

Marketing and promotion of the event.

Coordinating three, 4 hour workshops Facilitated by Dr. Scott in February, March and April. The workshops are to provide the necessary information and tools for leaders in the region to implement the 20 Traits of Beloved Community in their specific communities.

Beloved Community Traits

(Inspired by and amended from The General Commission on Religion and Race by Dr. John Scott and Dr. Lihi Rosenthal)

1. Offers radical hospitality to everyone; an inclusive family rather than exclusive club;
2. Exhibits personal authenticity, true respect, and validation of others;
3. Seeks recognition and affirmation, not eradication, of differences;
4. Listens emotionally (i.e., with the heart)– fosters empathy and compassion for others;
5. Tolerates ambiguity – realizes that sometimes a clear-cut answer is not readily available;
6. Builds increasing levels of trust and works to avoid fear of difference and others;
7. Acknowledges limitations, lack of knowledge, or understanding– and seeks to learn;
8. Acknowledges conflict or pain in order to work on difficult issues; Speaks truth in love, always considering ways to be compassionate with one another;
9. Avoids physical aggression and verbal abuse;
10. Resolves conflicts peacefully, without violence, recognizing that peacefully doesn't always mean comfortably for everybody;
11. Releases resentment and bitterness through a commitment to selfevaluation and self-care: (i.e., avoidance of internal violence through spiritual, physical, and psychological care

Beloved Community Traits

(Inspired by and amended from The General Commission on Religion and Race by Dr. John Scott and Dr. Lihi Rosenthal)

12. Focuses energy on removing evil forces (unjust systems), not destroying persons;
13. Exhibits unyielding persistence and unwavering commitment to justice;
14. Achieves friendship and understanding through negotiation, compromise, or consensus – considering each circumstance to discern which will be most helpful;
15. Righteously opposes and takes direct action against systems of oppression, including but not limited to; sexism, racism, heterosexism, xenophobia, poverty, hunger, and homelessness;
16. Advocates through ongoing, extensive neighborhood revitalization/gentrification without displacement and/or discrimination;
17. Blends research, theory and action to generate a commitment to defeating injustice and nurturing liberation;
18. Encourages and embraces artistic practices, creative expressions, and multiple intelligences from diverse perspectives;
19. Promotes human rights and works to create a non -racist society;
20. Shares power and acknowledges the inescapable network of mutuality and interdependence among our human, animal, and ecological family.

Identify and assemble top community leaders in the region, throughout the state and outside the state to hear Dr. Scott's keynote speech and attend the workshops. These are leaders representing organizations who are in positions to implement a community initiative to include the Beloved Community Traits in their own cities. These organizations may include Lakewood Multicultural Coalition, Asia Pacific Cultural Center, Communities in School's, NAACP, Lutherans Confronting Racism, Tacoma/Pierce County Black Collective, Vibrant Schools of Puget Sounds, Police Chiefs, School District Superintendents and Board reps, Military reps, and many more.

Write follow up reports on the workshops and implementation of Beloved Community.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Beneficiaries include the organizations and people mentioned above and most directly the community members in each area where the traits of a Beloved Community are implemented. It will benefit people who are experiencing racism, sexism, poverty, hunger, homelessness, violence, and more. Cities and towns that implement Beloved Community Traits will be "more livable cities" and will have an increase in the number of people who want to live and visit these areas. The city will receive regional recognition for addressing diversity, equity, inclusion and belonging in this way.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

The goal of the MLK Welcome Walk for our Beloved Community is to welcome new community members to the area. Because of the military base, thousands of new people rotate into the community and by recognizing them in this profound way, and welcoming them, they in-turn will feel respected, honored and have a sense of belonging. The goal is make everyone of every culture, socio-economic background, age, ability, gender, etc know they are welcome in Lakewood. This makes Lakewood a more attractive place to visit and live, and as a result has a positive impact on economic development. Another goal is for Lakewood to be the leader in launching the “20 traits of beloved community” and to provide the tools for other organizations throughout the state and outside the state, via the workshops, to implement beloved community in their own towns. “The Beloved Community Traits” workshops create an ongoing opportunity with lasting community. The building of beloved communities works free communities from from racism and division. The Beloved Community Traits workshops have the potential to transform and sustain communities to be anti-racist, non discriminatory and inclusive.

Community Economic Development: (CED):

This event followed by three workshops is a very innovative approach to strengthening the economy. CED views the economy as a means to enhance the well-being and overall quality of life for all individuals within communities. Rather than solely prioritizing profitability and production, CED views the ultimate objective of economic activity as the well-being of individuals and their livelihood. In line with this perspective, CED planning extends beyond a narrow focus on the “economy” alone and encompasses the intersections and interactions between various aspects of our communities and the economy. The MLK Welcome Walk for our Beloved Community and the follow up workshops are doing just that. It is prioritizing equitable and inclusive development. It seeks to reduce disparities and create opportunities for all community members, regardless of their socioeconomic status, race, gender, or other characteristics. This principle promotes fair access to economic resources, employment, education, and services, ensuring that the benefits of development are shared by all. Community economic development not only improves the overall economic well-being of the community but also enhances social cohesion and quality of life for residents. This is what we are seeking to do with this event and project. A diverse and healthy community is a productive community!

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Dr. John Scott is a leader in his field and works in many states to implement DEIB practices and Beloved Community. With his leadership the workshops have the potential to attract people from all over to learn and take the tools back to their own communities. Those people traveling from outside the 50 mile radius and outside the state would most likely stay overnight.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Dr. John Scott is a leader in his field and works in many states to implement DEIA practices and Beloved Community. With his leadership the workshops have the potential to attract people from all over to learn and take the tools back to their own communities. Those people traveling from outside the 50 mile radius and outside the state would most likely stay overnight.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

12

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

We will limit the number of workshops

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

\$5,000 Contract services
\$2,500 advertising and marketing
\$2,500 rentals, supplies

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Pierce Transit	\$2,000	no	
Twin Star Credit Union	\$2,000	no	
	\$		
	\$		
	\$		

*Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	a. Lodging Tax Funds Requested *	Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$7,000	\$7000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$2,500	\$	\$2,500
Marketing/Promotion	\$2,500	\$5,000	\$7500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$5,000	\$3,000	\$8,000
Other Describe below	\$	\$	\$
TOTAL COST	\$10,000	\$15,000	\$25,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Key note speaker, workshop facilitator, entertainers,		
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.

** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2024?

Yes No

b. If you answered yes to 11a, how much funding did you receive in 2024? \$

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding x this is a new event

11d. Indicate what efforts have been made to access funding from additional sources?

We are approaching sponsors such as Twin Star Credit Union, Pierce Transit, Amazon, Virginia Mason Franciscan Health, WSECU, Navy Federal Credit Union and more

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

There will be robust collaboration with other organizations and agencies. The MLK committee itself has over 15 members from various organizations: We currently are collaborating with:

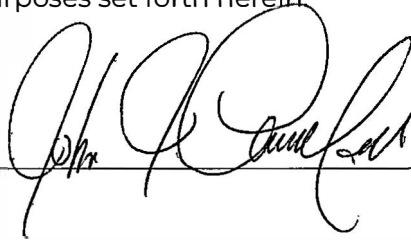
Mi Centro
Pierce College
Pierce Transit
Clover Park Technical College
Twin Star Credit Union
Lakewood Multicultural Coalition, A
sia Pacific Cultural Center,
Communities in School's,
NAACP,
Lutherans Confronting Racism,
Tacoma/Pierce County Black Collective,
Leaders of other Municipalities and organizations statewide
Vibrant Schools of Puget Sounds
Police and Fire Dept.
Clover Park School District
Latino Artist Collective
Youth Council
Local businesses

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



John Caulfield, City Manager

8/15/24 |

Printed Name & Title of Chief Administrator/Authorizing Official

Date

MLK Beloved Community Marketing Plan

Street Signs (correx size)	\$1,500
Street Banners	\$2,000
Print Advertising/fliers/post cards	\$3,000
Social Media	\$1,000
Total	\$7,500

Advertising that takes place, that is not listed in the budget above:

- Connections magazine article to 30,000 households
- Reader boards
- Free community calendars
- City Manager's Bulletin
- Emails to all vendors, entertainers and partners with links to our event website and social media

Lakewood City Council 2025

Mayor: Jason Whalen

Deputy Mayor: Mary Moss

Council Members:

Ryan Pearson

Paul Bocchi

Michael Brandstetter

Patti Belle

Trestin Lauricella